

Academic Fact Sheet

Wayne State
College

SPEECH COMMUNICATION MAJOR: ORGANIZATIONAL LEADERSHIP & PUBLIC RELATIONS CONCENTRATION (36 Hours)

Speech Communication is administered by the Communication Arts Department.

Facts about the Program

Degrees Offered:

B.A.

B.S.

Faculty:

Randa Garden, Ph.D.

Rich Murphy, M.A.

Deborah Whitt, Ph.D.

Ronald Whitt, Ed.D.

Career Opportunities

Advertising

Corporate Communications Organizational Development

Information Analysis & Delivery

Ministry

Organizational Leadership

Organizational Management

Personnel Relations

Pre Law

Public Relations & Information Presentation

Sales and Marketing

Teaching & Coaching Speech Activities

Program Description

The speech communication program offers students an opportunity to explore concepts and to gain competence in various communicative settings by offering:

- * Courses which focus on the principles and practices of articulation, discussion and argumentation procedures;
- * Courses which focus on interpersonal, small group, organizational and intercultural communication;
- * Courses which focus on communication theory, public relations, organizational presentations and leadership;
- * Courses which focus on communication processes within and among individuals, groups, organizations and society;
- * Courses which focus on organizational leadership and public relations;
- * Special emphasis on student paper presentations at state, regional and national communication conferences.

Special Offerings

Communication Studies Degree

Organizations, Leadership and Public Relations Degree

Intercollegiate Speech Competition - See Dr. Ron Whitt for information

Internships -- Through community organizations are available. See Dr. Ron Whitt for information.

Lambda Pi Eta - Communication honorary

Travel abroad experiences - See Dr. Deborah Whitt for more

NOTE: A 48-hour option is available by advisement in the Communication Studies and Organizational Leadership and Public Relations concentration areas. Choose 12 hours of unduplicated courses in the concentration.

Scholarships and Financial Aid

Wayne State College is committed to providing a quality, affordable education for its students. There are several types of financial assistance available for Wayne State students, including grants, loans, work-study and scholarships. The aid packages are composed of money from Pell grants, SEOG grants, SSIG grants, Perkins loans, Stafford student loans, PLUS loans and a variety of scholarships. Contact the Financial Aid Office at (402) 375-7230 for further information.

The following scholarships are available through the Communication Arts Department:

Special Abilities Scholarship - are offered each semester for outstanding communication students and forensics competitors.

For more information contact:

Dr. Deborah Whitt

Communication Arts Department

Wayne State College

Wayne, Nebraska 68787

(402) 375-7394 or 1-800-228-9972

www.wsc.edu

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SPEECH COMMUNICATION (36 Hours) Organizational Leadership & Public Relations Concentration

FRESHMAN YEAR

ENG	102	Composition Skills	3		CNA	210	Interpersonal Comm. OR	
CNA	100	Prin. of Human Communication	3		CNA	201	Small Group Comm	3
HIS	120	World History	3	*	CNA	252	Public Address	3
		General Education	<u>6</u>				Math by advisement	3
			15				General Education	<u>6</u>
								15

SOPHOMORE YEAR

CNA	317	Argumentation	3		CNA	352	Organization Presentation	3
CNA	346	Organizational Comm I	3		CNA	374	Public Relations	3
		Life Science (laboratory)	3				Course or courses in the	
		General Education	3				second major	6
		Courses in the minor	<u>3</u>				Physical Science (laboratory)	<u>3</u>
		or second major	3					15
			15					

JUNIOR YEAR

*	CNA	377 Public Relations Writing	3		CNA	442	Communication and Rhetorical Theory	3
*	CNA	462 Communications Research	3		*	CNA	375 Intercultural Communication	3
	CNA	459 Organizational Leadership	3	*	CNA	452 Public Relations Case Studies	3	
	CNA	470 Family Communication	3		CNA	460 Leadership Theory (prerequisite: at least sophomore standing)	3	
		General Education or	<u>3</u>		CNA	418 Health Communication	<u>3</u>	
		Second major	3				15	
			15					

SENIOR YEAR

*	CNA	450 Computer Layout & Presentation	3		CNA	302	Language and Human Behavior	3
*	CNA	478 Communication Ethics	3		CNA	455 Senior Seminar	3	
*	CNA	459 Organizational Leadership (prerequisite: at least sophomore standing)	3	*	CNA	448 Organizational Comm. II	3	
	CNA	461 Case Studies in Leadership	3					

NOTE: Students must complete all General Education requirements as well as requirements for a second major or minor. Advisors should consult the course rotations on the WSC web page at: <http://www.wsc.edu/academic/>
The above class sequence is suggested only. The final decision rests with the student and academic advisor.

*Courses are electives within the Corporate, Community and Public Relations Concentration. Students must select (6 hours) in Leadership and two courses (6 hours) in Public Relations as part of 18 credit hours necessary for this concentration.