Leadership and coordination of an institution starts with good communication. Everyone working for a business is on the same team, and the way to be successful is to communicate effectively. Public relations specialists and others who work in the public eye understand the big picture of a company as a whole, where it's going, and how its purpose can be communicated positively to the public. In the organizational leadership and public relations degree program at Wayne State, you'll study communication and business courses, becoming knowledgeable in both fields and preparing you for a career in public relations or other related field. Who knows? Maybe you’ll be leading a business one day, and for it to be successful, you’ll need a good understanding of public perception and positive communication.

**Skills Learned**
- Interpersonal and public communication
- Speech delivery and public speaking
- Effective public relations for business, education, and politics
- Strategies in generating social awareness
- Critical thinking and reasoning
- Persuasion, argumentation, and advocacy
- Organizational communication
- Leadership styles and attitudes
- Conflict management
- Professional standards and ethics

**Possible Careers**
- Professional speaker
- Public relations specialist
- Social media manager
- Digital strategy specialist
- Communications manager
- Event planner
- Speechwriter
- Actor or on-air personality
- Marketing specialist
- Writer or journalist
- Business representative

**Types of Employers**
- Large businesses and corporations
- Television / broadcast companies
- Hospitals and medical clinics
- Online media outlets
- Public relations firms
- Political campaigns
- Marketing / advertising agencies
- Government offices
- Community programs
- Non-profit organizations
- Schools, colleges, and universities

**Activities / Opportunities**
- Communication workshops
- Theatre arts workshops
- Trips and conferences
- Peer mentoring and tutoring
- Service-Learning
- Study Abroad

**Clubs / Organizations**
- Drama Club
- Lambda Pi Eta Honorary
- Wildcat PR
- WSC Media Club
- WSC Student Media (KWSC-FM, KWSC-TV, The Wayne Stater Student Newspaper)

**FAST FACTS**

**Hours:** 36 hours for concentration  
30 hours in general education  
At least 120 hours are required for graduation from Wayne State College. You may add a second major, minor, or electives to help meet these requirements.

**Degrees offered:** B.A. or B.S.

**Department:** Communication Arts

**School:** Arts and Humanities

**Internship:** Encouraged but not required

**Popular minors:** Electronic Media, Business Administration, English, Pre-Law, International Studies, Journalism, Online Media, Sport Management, Theatre

Visit [www.wsc.edu/clubs](http://www.wsc.edu/clubs) to learn more about clubs and organizations on campus.

**2018-19 Academic Year**

Revised 7/26/18
SAMPLE PROGRAM OF STUDY

Every effort is made to ensure this information is current, but please be aware that some content may have changed. There is no substitute for developing a careful course registration plan in consultation with your advisor. For questions about this content, please see your advisor.

NOTE: Students must complete all General Studies requirements as well as requirements for a second major or minor. 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.

FRESHMAN
CNA 100 Principles of Human Communication (General Studies CAT 2) (take first semester) ................................................................. 3
CNA 101 Intro to Theatre (General Studies CAT 4) ........................................... 3
CNA 201 Small Group Communication or CNA 210 Interpersonal Communication ................................................................. 3
ENG 102 Composition Skills (General Studies CAT 1) ........................................ 3
General Studies CAT 5 and CAT 6 ............................................................. 6
MAT General Studies CAT 3 ......................................................................... 3

SOPHOMORE
CNA 252 Public Address ........................................................................ 3
CNA 262 Writing for the Mass Media .......................................................... 3
CNA 346 Organizational Communication I .................................................. 3
CNA 374 Public Relations ........................................................................... 3
General Studies CAT 7 ................................................................................ 3

JUNIOR
CNA 317 Argumentation (prerequisite: sophomore standing) ................. 3
CNA 442 Communication and Rhetorical Theory ..................................... 3
CNA 458 Advanced Newswriting and Reporting ..................................... 3
CNA 459 Organizational Leadership ......................................................... 3
CNA 467 Intercultural Communication .................................................... 3
CNA 478 Communication Ethics ............................................................... 3
General Studies CAT 8 and CAT 9 ............................................................. 6

SENIOR
CNA 418 Health Communication ............................................................. 3
CNA 448 Organizational Communication II ............................................ 3
CNA 450 Computer Layout and Presentation ............................................ 3
CNA 452 Public Relations Case Studies .................................................... 3
CNA 453 Integrated Marketing Management .......................................... 3
CNA 455 Senior Seminar ........................................................................... 3
CNA 460 Leadership Theory ..................................................................... 3
CNA 497 Communication Internship ......................................................... 3
General Studies CAT 10 .............................................................................. 3

organizational leadership and public relations faculty

Deborah Whitt, Ph.D. Department Chair
402-375-7352
Humanities 113C
dewhitt1@wsc.edu

Randa Garden, Ph.D.
Allyn Lueders, Ph.D.
Teresa Morales, Ph.D.

2018-19 Academic Year