

SPORTS MEDIA

Sports are an ever-expanding, billion-dollar industry, including live broadcasting of events, promotion, news coverage, and play-by-play. If you have an interest in mass communication and sports, this is the perfect pathway for you. You'll learn sports journalism and broadcasting with hands-on experience. Try out your new skills by covering Wildcat athletics, from broadcasting games to interviewing coaches and players. You'll get to work in our brand-new stadium press box, complete with a level just for media. Take your passion for sports and broadcasting to the next level with a Mass Communication and Sports Media degree.

fast facts

Hours:

48 hours for concentration
30 hours in general education

At least 120 hours are required for graduation from Wayne State College. You may add electives or a minor to help meet these requirements.

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

Department: Communication Arts

School: Arts and Humanities

Internship: Required

Popular minors: Electronic Media, Online Media, Journalism, Sports Management, Communication Studies

focus on results

Skills Learned

- Advanced news reporting and editing
- Leadership
- Interviewing and research
- Legal and ethical standards of journalism
- Videography
- Multiplatform content creation
- Layout and design for publications
- Critical thinking and problem-solving
- Time management
- Oral and written communication
- Professional standards and ethics

Possible Careers

- Sports reporter
- Announcer
- Commentator
- Video technician
- Newscaster
- Digital journalist
- Sports news analyst
- Freelance writer
- Editorial writer
- Digital content specialist

Types of Employers

- Newspapers and magazines
- Publishing companies
- TV networks
- Media companies
- Radio stations
- Public relations firms
- Advertising agencies
- Marketing firms
- Government agencies
- Non-profit organizations
- Businesses and corporations

outside the classroom

Activities / Opportunities

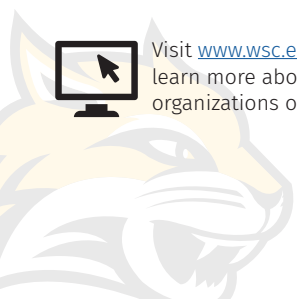
- Media workshops
- Broadcasting Wildcat Athletics
- Trips and conferences
- Peer mentoring and tutoring
- Service-Learning
- Study Abroad

Clubs / Organizations

- Lambda Pi Eta (*national honor society for communication majors*)
- Media Club
- Wildcat PR
- WSC Student Media (*KWSC-FM, KWSC-TV, The Wayne Stater*)



Visit www.wsc.edu/clubs to learn more about clubs and organizations on campus.



Sample program of study

2023-24 Academic Year

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.

Mass Communication Core (15 hours)

CNA 263 Introduction to Mass Communication	3
CNA 280 News Writing.....	3
CNA 372 Media Ethics	3
CNA 400 Portfolio Seminar.....	0
CNA 471 Mass Media and Society.....	3
CNA 475 Communication Law.....	3

Sports Media Concentration (33 hours)

CNA 162 Radio Production	3
CNA J 220/320/420 Mass Communication Arts Workshop	3
CNA R or V 220/320/420 Mass Communication Arts Workshop.....	3
CNA 297/397/497 Internship in Broadcasting.....	3
CNA 334 Sports Media Theory.....	3
CNA 390 Multiplatform Journalism.....	3
CNA 392 Sports Writing.....	3

Choose 12 hours from the following:

CNA 262 Writing for Mass Media.....	3
CNA 274 Video Production I.....	3
CNA 301 Advertising Copywriting.....	3
CNA 352 Organizational Presentations	3
CNA 374 Public Relations.....	3
CNA 377 Public Relations Writing.....	3
CNA 389 Photojournalism.....	3
CNA 391/491 Special Project in Communication.....	3
CNA 426 Public Relations through Social Media	3

sports media faculty



Visit www.wsc.edu/commarts to learn more about the Department of Communication Arts.

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