2026-27 Academic Year

WAYNE STATE COLLEGE

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 the Wildcat Press Box at the football stadium, complete with a level just for media. Take your passion for sports and broadcasting to the next level with a Mass Communication/Sports Media degree.

fast facts

Credit hours: 36 (non-comprehensive) or 48

Students must also take 30 credit hours of General Studies courses. A total of 120 credit hours are needed to graduate from WSC. Additional majors or minors can be added to help meet graduation requirements.

Degree options: B.A. or B.S.

Department: Communication Arts

School: Arts and Humanities

Popular pairings: Journalism, Online and Social Media, Photography, Promotion and Media, Sport Management

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

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

Activities / Opportunities

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

Clubs / Organizations

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

Courses and outcomes

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The following courses are required for the program of study described on this sheet. Every effort is made to ensure this information is current, but please be aware that some content may have changed. To develop a plan for registering and taking these courses, please consult the current academic catalog and your advisor.

Program courses

Mass Communication Core Courses

CNA 263 Introduction to Mass Communication 3
CNA 280 News Writing 3
CNA 372 Media Ethics 3
CNA 471 Mass Media and Society 3
CNA 475 Communication Law 3
CNA 480 Senior Seminar in Mass Communication 3

Sports Media Concentration

CNA J120/220/320/420 Journalism Workshop 1
CNA S120/220/320/420 Sports Media Workshop 2
CNA 162 Audio Production 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

Additional Courses for the 48-Hour Option

Choose from the following electives 12
CNA 262 Writing for the Mass Media (3)
CNA 274 Video and Film 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)
CNA 450 Media Design Applications (3)
CNA 453 Integrated Brand Promotion (3)
CNA 457 Special Topics in Communication (3)
CNA 458 Advances News Writing and Reporting (3)
CNA 472 Sound Design (3)
CNA 473 Video and Film Production II (3)
PED 277 Media Relations in Sport (3)
PED 295 Sport Management Public Relations and Communications (3)
PED 410 Sports Law (3)
PED 485 Sport in American Culture (3)

Student learning outcomes

1. Demonstrate knowledge of the basic concepts of mass communication
2. Demonstrate mass communication skills
3. Apply principles of mass media

communication arts faculty

Visit www.wsc.edu/communication-arts-department to learn more about the Department of Communication Arts.

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