2026-27 Academic Year

ELECTRONIC MEDIA

Multimedia content is everywhere. The Electronic Media degree program at Wayne State prepares you for a wide range of careers in professions that use multimedia communication tools. Starting your first semester, you'll receive extensive hands-on experience in skills like audio and video production, performance, and production planning. In the Electronic Media degree program, not only will you produce hands-on content throughout your college career, you'll be prepared for media leadership roles through coursework like communication law, mass media and society, media management, and media ethics. The WSC Media Club, which is affiliated with the academic program, also provides hands-on opportunities and travel experiences to state and national conferences, visits to media outlets, and other activities. Internships provide professional experiences to enrich coursework.

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: Animation for Film and Television, Digital Film Production, Journalism, Online and Social Media, Photography, Promotion and Media, Sport Management

focus on results

Skills Learned

- Hands-on media content creation
- Live broadcasting / sportscasting
- Editing video and audio (post-production and video graphics)
- Management and leadership
- Planning for productions and special events
- Legal and ethical standards for mass communication
- Journalism for electronic media
- Communication

Possible Careers

- Social or digital media specialist
- Multimedia content producer
- Video producer
- Videographer / photographer
- On-air personality
- News reporter
- Sports commentator
- Disc jockey
- Program director
- Media planner or buyer
- Audio or video technician

Types of Employers

- Film production companies
- Marketing firms
- TV stations
- Radio stations
- Public relations firms
- Advertising agencies
- Businesses and corporations
- Schools, colleges, and universities
- Self-employment

outside the classroom

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

Activities / Opportunities

- Career Scholars Program
- Media workshops
- Special event planning
- Peer mentoring, tutoring, and collaborative learning
- Service-Learning
- Study Abroad

Clubs / Organizations

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

Courses and outcomes

2026-27 Academic Year

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

Electronic Media Concentration

CNA (B, R) 120/220/320/420 Mass Communication Arts Workshop 3
CNA 162 Audio Production 3
CNA 274 Video and Film Production I 3
CNA 379 Media Management 3
CNA 390 Multiplatform Journalism 3
CNA 473 Video and Film Production II 3

Additional Courses for the 48-Hour Option

Choose from the following electives 12

ART 363 Digital Photography I (3)
BUS 270 Principles of Marketing (3)
BUS 374 Advertising and Integrated Marketing (3)
CNA 102 Media Literacy (3)
CNA (B, R) 120/220/320/420 Mass Communication Arts Workshop (0-3)
CNA 140/240/440 Intercollegiate Forensics (0-3)
CNA 223 Acting (3)
CNA 252 Public Address (3)
CNA 297/397/497 Internship in Broadcasting (3)
CNA 301 Advertising Copywriting (3)
CNA 305 Writing for Film and Television (3)
CNA 313 American Black Cinema (3)
CNA 314 European Cinema (3)
CNA 315 Women in Film (3)
CNA 352 Organizational Presentations (3)
CNA 370 Producing Film and Television (3)
CNA 374 Public Relations (3)
CNA 378 Performance for the Screen (3)
CNA 387 Lighting (3)
CNA 389 Photojournalism (3)
CNA 391/491 Special Project in Communication (3)
CNA 392 Sports Writing (3)
CNA 426 Public Relations through Social Media (3)
CNA 450 Media Design Applications (3)
CNA 453 Integrated Brand Promotion (3)
CNA 454 Advanced Web Development (3)
CNA 457 Special Topics in Communication
CNA 467 Intercultural Communication (3)
CNA 479 Animation and Motion Graphics Applications (3)
ENG 200 Expository Writing (3)
ENG 206 Workplace Writing (3)
GEO 305 Political Geography (3)
POS 350 The American Presidency (3)
POS 402 State and Local Politics (3)
POS 430 Public Policy (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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