2026-27 Academic Year

ORGANIZATIONAL LEADERSHIP AND PUBLIC RELATIONS

Turn your communication skills into leadership capital. In a fast-paced world, public relations specialists and corporate leaders do more than manage information - they steer the vision, reputation, and daily synergy of entire organizations. In the Organizational Leadership and Public Relations degree program at Wayne State College, you'll pair communication theory with practical insights. You will build a versatile skillset that positions you for high-impact roles in corporate communications, media relations, and executive leadership, giving you a competitive edge for careers in brand management, corporate affairs, community relations, organizational consulting, and public relations management.

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: Business Administration, Graphic Design, International Studies, Journalism, Online and Social Media, Political Science, Pre-Law, Promotion and Media

focus on results

Skills Learned

- Persuasion, argumentation, rhetoric, and professional influence
- Interpersonal and group communication
- Listening, interviewing, research, and critical thinking
- Principles, practices, and strategies of public relations
- Writing for public relations, including social media
- Leadership, aligning business goals, and coordinating internal networks
- Professional standards and ethics

Possible Careers

- Professional speaker
- Public relations specialist
- Social media manager
- Digital strategy specialist
- Communications manager
- Event planner
- Speechwriter
- Marketing specialist
- Writer or journalist
- Business representative
- Ministry
- Lawyer / public advocacy
- Media specialist

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
- Law firms
- Religious organizations

outside the classroom

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

Activities / Opportunities

- Career Scholars Program
- Communication workshops and conferences
- Peer mentoring and tutoring
- Service-Learning
- Study Abroad

Clubs / Organizations

- FBLA Collegiate
- Forensics Team
- 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

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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

For CAT 2, take CNA 100 Principles of Human Communication.

Communication Studies Core Courses

CNA 346 Organizational Communication I 3
CNA 442 Communication and Rhetorical Theory 3
CNA 455 Senior Seminar in Communication Arts 3
Select one of the following 3
CNA 201 Small Group Communication (3)
CNA 210 Interpersonal Communication (3)

Organizational Leadership and Public Relations Concentration

CNA 252 Public Address 3
CNA 317 Argumentation 3
CNA 374 Public Relations 3
CNA 377 Public Relations Writing 3
CNA 459 Organizational Leadership 3
CNA 460 Leadership Theory 3
Select two of the following 6
CNA 262 Writing for the Mass Media (3)
CNA 301 Advertising Copywriting (3)
CNA 303 Environmental Communication (3)
CNA 345 Rhetorical Criticism (3)
CNA 352 Organizational Presentations (3)
CNA 418 Health Communication (3)
CNA 436 The Dark Side of Interpersonal Relationships (3)
CNA 448 Organizational Communication II (3)
CNA 450 Media Design Applications (3)
CNA 452 Public Relations Case Studies (3)
CNA 453 Integrated Brand Promotion (3)
CNA 458 Advanced News Writing and Reporting (3)
CNA 461 Case Studies in Organizational Leadership (3)
CNA 465 Qualitative Research Design (3)
CNA 467 Intercultural Communication (3)
CNA 478 Communications Ethics (3)
CNA 497 Communication Internship (3)

Communication Studies Content Courses (required only for the 48-hour option)

Choose from the following electives 12
CNA 140/240/440 Intercollegiate Forensics (0-3)
CNA 263 Introduction to Mass Communication (3)
CNA 280 News Writing (3)
CNA 318 Directing (3)
CNA 322 Children's Theatre (3) or CNA 339/439 Musical Theatre (3)
CNA 333 American Theatre (3) or CNA 386 Modern World Drama (3)
CNA 337 Costumes and Make Up for the Stage and Screen (3)
CNA 342 Persuasion (3)
CNA 345 Rhetorical Criticism (3)
CNA 352 Organizational Presentations (3)
CNA 374 Public Relations (3)
CNA 382 Movement Specialties: Combat for the Stage and Screen (3)
CNA 419 Advanced Directing (3)
CNA 426 Public Relations through Social Media (3)
CNA 431 Advanced Design (3)
CNA 443 Theatre Management (3)
CNA 450 Media Design Applications (3)
CNA 452 Public Relations Case Studies (3)
CNA 453 Integrated Brand Promotion (3)
CNA 457 Special Topics in Communication (3)
CNA 459 Organizational Leadership (3)
CNA 460 Leadership Theory (3)
CNA 462 Communication Research Methods (3)
CNA 465 Qualitative Research Design (3)
CNA 467 Intercultural Communication (3)
CNA 470 Family Communication (3)
CNA 471 Mass Media and Society (3)
CNA 475 Communication Law (3)

Student learning outcomes

1. Demonstrate knowledge of the basic concepts of interpersonal communication, public address, communication theory, organizational communication, and argumentation. Students demonstrate knowledge through exams, written materials, theatre performances, and classroom projects.
2. Demonstrate communication skill through student presentations in theatre productions, acting, workshops, forensics, interpersonal, small group, argumentation, public speaking, public relations, leadership, and organizational communication classes.
3. Demonstrate application of communication studies and theatre arts through participation in workshops, forensics, internships, service-learning projects, communication conference participation, and senior portfolio development.

communication arts faculty

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

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