2026-27 Academic Year

WAYNE STATE COLLEGE

INTERPERSONAL AND APPLIED COMMUNICATION

Strong relationships are built on effective communication — in families, communities, and organizations. The Interpersonal and Applied Communication degree program at Wayne State College builds your skills in understanding people, resolving conflicts, and fostering dialogue across cultures and contexts. Courses cover small-group and family communication, health, environmental, and intercultural communication, plus the ethics of persuasion and media. You'll graduate ready to make a difference in everyday interactions and applied settings, with career paths in human resources, health care, nonprofit leadership, counseling, and community engagement.

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, English Writing and Literature, Human Resource Management, Journalism, Political Science, Psychology, Theatre Arts

focus on results

Skills Learned

- Interpersonal communication
- Speech delivery / public speaking
- Critical thinking and reasoning
- Persuasion, argumentation, and advocacy
- Organizational communication and leadership
- Intercultural communication
- Conflict management

Possible Careers

- Professional speaker /presenter
- Public relations specialist
- Communications specialist
- Marketing director
- Human resource specialist
- Speech pathologist
- Writer or journalist
- Ministry
- Teaching/coaching
- Event planner

Types of Employers

- Publishing companies
- Businesses and corporations
- Marketing / advertising agencies
- Public relations firms
- Hospitals and medical clinics
- Government programs
- Non-profit organizations
- Theatres / production companies
- Schools, colleges, and universities

outside the classroom

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

Activities / Opportunities

- Communication workshops
- Peer mentoring and tutoring
- Service-Learning
- Study Abroad

Clubs / Organizations

- Civic Leadership at Wayne State (CLAWS)
- Lambda Pi Eta *(national honor society for communication majors)*
- PR in Action

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)

Interpersonal and Applied Communication Concentration Courses

CNA 303 Environment Communication 3
CNA 418 Health Communication 3
CNA 467 Intercultural Communication 3
CNA 470 Family Communication 3
Select one of the following 3
CNA 201 Small Group Communication (3)
CNA 210 Interpersonal Communication (3)
Choose from the following electives 9
CNA 252 Public Address (3)
CNA 302 Language and Human Behavior (3)
CNA 342 Persuasion (3)
CNA 372 Media Ethics (3)
CNA 426 Public Relations through Social Media (3)
CNA 436 The Dark Side of Interpersonal Relationships (3)
CNA 451 Speech Pathology (3)
CNA 374 Public Relations (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 465 Qualitative Research Design (3)
CNA 471 Mass Media and Society (3)
CNA 478 Communication Ethics (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 303 Environmental Communication (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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