

ORGANIZATIONAL LEADERSHIP AND PUBLIC RELATIONS

Leadership and coordination of an institution starts with good communication. Everyone working for a business is on the same team, and the way to be successful is to communicate effectively. Public relations specialists and others who work in the public eye understand the big picture of a company as a whole, where it's going, and how its purpose can be communicated positively to the public. In the Organizational Leadership and Public Relations degree program at Wayne State, you'll study communication and business courses, becoming knowledgeable in both fields and preparing you for a career in public relations or other related field.

fast facts

Hours:

36-48 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: Encouraged but not required

Popular minors: Electronic Media, Pre-Law, Journalism, Online and Social Media, Sport Management, Theatre, Political Science, Promotion and Media, Editing and Publishing, Photography, Promotion and Media

focus on results

Skills Learned

- Interpersonal and public communication
- Speech delivery and public speaking
- Effective public relations for business, education, and politics
- Strategies in generating social awareness
- Critical thinking and reasoning
- Persuasion, argumentation, and advocacy
- Organizational communication
- Leadership styles and attitudes
- Conflict management
- 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

Activities / Opportunities

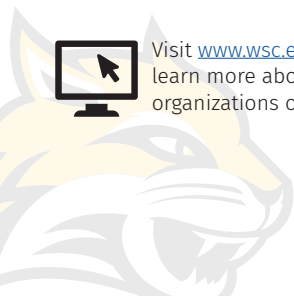
- Communication workshops and conferences
- Peer mentoring and tutoring
- Service-Learning
- Study Abroad
- Leadership and public relations opportunities

Clubs / Organizations

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



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. The class sequence listed is suggested only. The final decision rests with the student and academic advisor.

Note: Students must complete all General Studies requirements as well as requirements for a second major or minor. A 48-hour option is available by advisement in the communication studies and organizational leadership and public relations concentration areas. Choose 12 hours of unduplicated courses in the concentration.

Freshman

CNA 100 Principles of Human Communication (General Studies CAT 2) (take first semester)	3
CNA 101 Intro to Theatre or CNA 223 Acting (General Studies CAT 4)	3
CNA 201 Small Group Communication	3
CNA 210 Interpersonal Communications (General Studies CAT 9)	3
ENG 102 Composition Skills (General Studies CAT 1)	3
General Studies CAT 3 MAT	3
General Studies CAT 5 and CAT 6	6

Sophomore

CNA 102 Media Literacy (General Studies CAT 8)	3
CNA 252 Public Address	3
CNA 262 Writing for the Mass Media	3
CNA 346 Organizational Communication I	3
CNA 352 Organizational Presentations	3
CNA 374 Public Relations	3
General Studies CAT 7	3

Junior

CNA 317 Argumentation (prereq: sophomore standing)	3
CNA 377 Public Relations Writing	3
CNA 442 Communication and Rhetorical Theory	3
CNA 458 Advanced Newswriting and Reporting	3
CNA 459 Organizational Leadership	3
CNA 465 Qualitative Research Design	3
CNA 467 Intercultural Communication	3
CNA 478 Communication Ethics	3

Senior

CNA 418 Health Communication	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 455 Senior Seminar	3
CNA 457 Special Topics	3
CNA 460 Leadership Theory	3
CNA 461 Case Studies in Organizational Leadership	3
CNA 497 Communication Internship	3
General Studies CAT 10	3

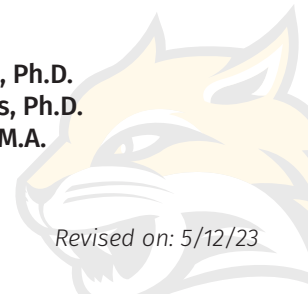
organizational leadership and public relations faculty



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

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