

SCHOOL OF MEDIA AND STRATEGIC COMMUNICATIONS

At Oklahoma State University, the professional areas of mass communication are grouped in the School of Media and Strategic Communications (SMSC). These areas seek to complement each other with a minimum of duplication. Degrees offered include a bachelor of arts and sciences in Multimedia Journalism, Sports Media and Strategic Communication.

A modern democratic society cannot live by its ideals if its mass media practitioners are merely competent technicians who worry less about what is reported to the people than how it is reported. Citizens must have accurate information about social, political and economic problems as well as knowledge of actions taken by government agencies and organizations at all levels. From village council to Supreme Court, there can be no exception from the rule that public business is the public's business.

To speak to people through different media, whether as a journalist or a strategic communication practitioner, requires knowledge of the people to whom or on whose behalf one wishes to speak and an understanding of the world in which they live. Therefore, the curricula of the School of Media and Strategic Communications are designed to offer more than training in communication techniques. Three-quarters of the SMSC student's time at the University is devoted to a liberal education in the arts and sciences. At the same time, the student gains competence in a professional field through courses in the SMSC.

On graduation, undergraduate students in the School of Media and Strategic Communications will be able to:

1. Demonstrate an understanding of the relevant constitutional freedoms, legal issues and ethical principles in mass communications,
2. Demonstrate an understanding of the relevance of human diversity in mass communications,
3. Demonstrate an understanding of the history and social role of mass communications,
4. Demonstrate critical, creative and individual thinking,
5. Demonstrate an understanding of the relevant theories and concepts of mass communications,
6. Demonstrate an understanding of the methods and techniques of research and information gathering,
7. Demonstrate appropriate writing, editing and production techniques in mass communications, and
8. Demonstrate an understanding of relevant planning and management methods in mass communications.

Accreditation

The undergraduate programs of study in the School of Media and Strategic Communications are accredited by the Accrediting Council on Education in Journalism and Mass Communication.

Admission to the Undergraduate Program

A 2.75 graduation retention GPA and at least 28 hours completed required to initially declare major.

Undergraduate Proficiency Review

Successfully passing the proficiency review is required to enroll in upper-division major requirements. The Proficiency Review includes:

1. 2.75 graduation retention GPA;
2. At least 12 OSU earned hours and a 2.75 graduation retention GPA in those hours;
3. Grade of "C" or better for MC 2003 and MC 2023; and
4. Passing score on the Language Proficiency Exam. Students are permitted two attempts to pass the Language Proficiency Exam. Students who fail to pass the Language Proficiency Exam after two attempts will be suspended from the SMSC major and not eligible for readmission.

Requirements for Graduation

The degree programs of study offered in the School of Media and Strategic Communications are built around strong writing, liberal arts and professional components. Of the 120 hours required to earn a degree in SMSC, students must complete up to 45 semester hours in media and strategic communications courses.

Students must have a minimum 2.5 GPA in all SMSC courses and major requirements with a minimum grade of "C" in each course. No more than 12 hours in SMSC courses may be transferred from other institutions.

All three degree options in SMSC are also required to develop and maintain a portfolio exhibiting their best and most appropriate work as well as assignments required for the portfolio. Portfolios will be turned in during senior capstone courses as part of their graduation requirements. School faculty, staff and industry professionals will evaluate these portfolios periodically and offer guidance and constructive criticism. It is anticipated that the portfolios will be helpful in showcasing students' performance when they apply for internships or jobs.

Multimedia Journalism

The many changes in the media environment require that students should have expertise in journalism and storytelling in all media formats. The degree in multimedia journalism will allow graduates to work with any media platform, be it print, television, radio or the internet. While students will develop their skills across all media platforms they will be able to specialize in one of two areas: multimedia journalism, news or multimedia production.

Students learn the basics of journalism writing and reporting for print, online, audio and video production on state-of-the-art equipment and are challenged to put those skills to use by participating in the daily operations of Student Media at OSU including: The O'Colly, O'Colly Advertising, KXZY, Orange House, O'Cast, Bullet Broadcast and Modmuze. Students also create content for OState.tv, the OSU online TV station. Students gain on-the-job multimedia experience through internships and some hold part-time jobs as campus correspondents for various publications or work for media in the Stillwater area.

Internships at broadcast and cable outlets in the region also provide students with on-the-job experience and a valuable opportunity to work with seasoned media professionals. Many juniors and seniors find this work a source of revenue to assist them in the cost of their education.

The multimedia program is affiliated with the Oklahoma Press Association, Southwest Journalism Congress, the Society of Professional Journalists, the National Association of Black Journalists, the National Association of FM Broadcasters, Radio Advertising Bureau, Oklahoma Association of Broadcasters, Oklahoma Broadcast Education Association, National Association of Broadcasters, Broadcast Education Association and National Public Radio.

Sports Media

This program, one of very few undergraduate degrees in sports media in the United States, offers students the option of concentrating in sports digital production, sports journalism, or sports information.

Students pursuing an undergraduate degree in sports media from OSU receive classic hands-on training in all aspects of the industry. Depending on the area of concentration, coursework may include sports writing, play-by-play announcing, field production, and media relations. Sports media students are also challenged to put their skills to use by participating in the daily operations of Student Media at OSU including: The O'Colly, O'Colly Advertising, KXZY, Orange House, O'Cast, Bullet Broadcast and Modmuze. Sports media students also create content for OState.tv, the OSU online TV station. Students gain on-the-job experience through internships and some hold part-time jobs as campus correspondents for various publications or work for media in the Stillwater area. Students have many nationally-recognized organizations to join including the Sports Media Club, Association for Women in Sports Media and Associated Press Sports Editors.

Oklahoma State University and the School of Media and Strategic Communications enjoy a special relationship with sports media throughout the country. As a major sports venue, the OSU campus is visited regularly by national and regional sports media - both print and broadcast - to cover major sporting events. These media organizations routinely utilize SMSC student workers. The 2004 debut of ESPN was telecast from Stillwater because the campus represents classic collegiate sports, and because the network producers were able to rely on a supply of ready and trained media and strategic communications students.

The sports media faculty has strong professional backgrounds in the field and offers students the solid foundation in both theory and practice that prepare them for a variety of career paths.

Strategic Communication

Employers increasingly require communication professionals to first have an understanding of the relevant audiences with whom they wish to communicate or on whose behalf they need to communicate and then choose the best communication methods, be it through the techniques currently taught in public relations or advertising or both. This requires students to have a thorough understanding of the political, social and economic systems of society. Additionally, the new media environment now requires that professionals have skills they can apply to every media platform, be it print, television, radio, or the internet. Although all students in strategic communication are required to have experience in and an understanding of all strategic communication methods, they do have a choice to specialize in either public relations or advertising.

The degree in strategic communication prepares students to be professional communicators in any environment, such as counseling firms, advertising agencies, corporations, non-profit organizations, or even their own businesses. It still prepares students to write and communicate well because good writing skills remain the foundation

of professional communication. It also grounds students in a thorough knowledge of gathering and analyzing data relevant to their practice and in communication management principles with an emphasis on strategic thinking. The ultimate aim of this degree is to prepare students to be the future leaders in their field. Students complete their degree with a capstone campaign course, where students integrate and apply the knowledge they gained in their undergraduate work to a single strategic communication campaign.

Strategic communication students are challenged to put those skills to use by participating in the daily operations of Student Media at OSU including: The O'Colly, O'Colly Advertising, KXZY, Orange House (OSU's student-run marketing and communications firm), O'Cast, Bullet Broadcast and Modmuze. Students also create content for OState.tv, the OSU online TV station. Students gain on-the-job experience through internships and some hold part-time jobs as campus correspondents for various publications or work in the Stillwater area.

The Strategic Communication program is affiliated with the American Advertising Federation, the American Academy of Advertising, the Public Relations Society of America and the Association of Women in Communication.

For more information, please go to media.okstate.edu (<http://media.okstate.edu>).

Courses

MC 1143 Media in a Diverse Society (DS)

Description: A study of the media and their effect on our culture, with an emphasis on the media's role in racial, gender and sexual orientation issues in the United States. By analyzing the mass media, we learn to interpret the consequences of the stories they tell. An introductory survey course for majors and non-majors. Previously offered as JB 1143.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

General Education and other Course Attributes: Diversity, Social & Behavioral Sciences

MC 2003 Mass Media Style and Structure

Prerequisites: ENGL 1213 or ENGL 1223 or ENGL 1413 with grade of "C" or higher, and departmental majors only.

Description: Teaches basic writing skills vital to any career in mass communication. Emphasizes language skills with a focus on the rules of grammar and the meaning of words. Also teaches the basic strategies of information gathering, including how to glean accurate and useful background information from traditional and online sources. Introduces students to the fundamental writing styles and objectives required to convey information in different media. Previously offered as JB 2003, JB 1393, and JM 1123.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

MC 2023 Electronic Communication

Prerequisites: ENGL 1213 or ENGL 1223 or ENGL 1413 with a grade of "C" or better, and departmental majors only.

Description: Introduces students to electronic communication with a series of hands-on projects to develop their skills with basic photography, videography, podcasting and Web page development. Compares the various media platforms and teaches students visual grammar. Students create slide-shows and podcasts, learn to edit video, and develop Web pages using content created in class.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

MC 3113 Introduction to Media Effects

Description: Mass media's potential to influence audience behavior is a subject that has long fascinated scholars and the general public. Aside from working & sleeping, individuals in the U.S. spend more time consuming media than any other activity. This course introduces media effects, and offers critical analysis methods to better understand the process and effects of the mediated message. A variety of media theories will be examined to understand how media can affect attitudes and behaviors on an individual and societal level. The theories will be used to examine a variety of different types of content, including media violence, portrayals of race and gender, entertainment, politics, strategic communication, and sport.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 3173 History of Mass Communication (H)

Description: Growth and development of mass communication systems in America, with emphasis upon the economic, social and political interaction of the media. Previously offered as JB 3173.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

General Education and other Course Attributes: Humanities

MC 4143 Ethics and Issues in Mass Communications

Prerequisites: MC 2003 and MC 2023 with a grade of "C" or better in both; and pass proficiency review.

Description: Students examine classical theories of ethical behavior and their relevancy to professional communicators. Students learn to analyze various moral viewpoints, so they can discern a justifiable system of ethical decision-making. Students apply ethical reasoning and professional codes of conduct to scenarios to determine the most ethical action to take.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 4153 International Mass Communication

Description: Examination of the nature and flow of news and information within and among nations, states and societies from a theoretical vantage point grounded in region-specific realities. The political, economic, social, cultural and historical forces determining media practice in a global environment. No credit for students with credit in MC 5253. Previously offered as JB 4253.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 4163 Mass Communication Law

Prerequisites: MC 2003 and MC 2023 with a grade of "C" or better in both; and a minimum grade of 70 on the Language Exam.

Description: Major principles of media law by examining the important court decisions, statutory and regulatory enactments in each area of communication law. Relevant constitutional freedoms and legal issues affecting professional communicators and all participants in a self-governing society. Practice applying the law and precedents to specific situations to determine if potential legal problems exist. No credit for students with credit in MC 5163. Previously offered as JB 4163 and JB 3163.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 4360 Special Problems in Mass Communication

Prerequisites: Junior standing, a minimum of 3.0 GPA, or consent of instructor.

Description: Independent study and project development to fit the student's field of study. Previously offered as JB 4360. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.

Credit hours: 1-3

Contact hours: Other: 1

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MC 4733 Responsibility in Mass Communication

Prerequisites: MC 2003 with a grade of "C" or better; and pass proficiency review.

Description: Interaction between mass media and society with emphasis upon the communicator's ethics and responsibilities. Meets with MC 5733. No credit for students with credit in MC 5733. Previously offered as JB 4733.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 4993 Senior Honors Thesis

Prerequisites: Departmental invitation, senior standing, Honors Program participation.

Description: A guided reading and research program ending with an honors thesis under the direction of a senior faculty member, with second faculty reader and oral examination. Required for graduation with departmental honors in the School of Journalism and Broadcasting. Previously offered as JB 4993.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

General Education and other Course Attributes: Honors Credit

MC 5000 Thesis

Description: For mass communication graduate students who are candidates for the master's degree. Offered for variable credit, 1-6 credit hours, maximum of 6 credit hours.

Credit hours: 1-6

Contact hours: Other: 1

Levels: Graduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MC 5010 Capstone Project or Creative Component

Prerequisites: "B" or better in MC 5113, MC 5333, and MC 5651.

Description: Capstone research project or creative activity for a mass communication graduate student electing to not write a thesis to complete a master's degree. Offered for variable credit, 1-3 credit hours, maximum of 4 credit hours.

Credit hours: 1-3

Contact hours: Other: 1

Levels: Graduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MC 5020 Advanced Practicum or Internship in Mass Communication

Prerequisites: One semester of graduate course work and consent of instructor.

Description: Applied training allowing students to relate theoretical principles to situations in professional settings. Required for students without mass media backgrounds. Offered for variable credit, 1-3 credit hours, maximum of 3 credit hours.

Credit hours: 1-3

Contact hours: Other: 1

Levels: Graduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MC 5030 Independent Study in Mass Communication

Prerequisites: Consent of instructor.

Description: Independent study, directed readings or project development in mass communications to fit the student's academic and professional interests. Offered for variable credit, 1-3 credit hours, maximum of 3 credit hours.

Credit hours: 1-3

Contact hours: Other: 1

Levels: Graduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MC 5113 Methods of Research in Mass Communication

Description: Principles and techniques of research; research planning, design and measurement in mass communication.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 5143 Diversity In Sports Media

Description: This course examines sports media content, framing, personnel, and audiences in relation to diverse groups. Primary emphases are placed on race and ethnicity, gender, sex, LGBT, national identity, and disability. Sports media coverage of each group is examined from a historical perspective up through the 21st Century convergence of broadcast, online, and print journalism. Particular focus is placed on diversity among sport media gatekeepers. This course is taught fully online, with all lectures, assignments, exams, and activities completed online through D2L.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 5163 Mass Communication Law

Prerequisites: MC 2003 and graduate standing.

Description: Major principles of media law by examining the important court decisions, statutory and regulatory enactments in each area of communication law. Relevant constitutional freedoms and legal issues affecting professional communicators and all participants in a self-governing society. Practice applying the law and precedents to specific situations to determine if potential legal problems exist. Meets with MC 4163. No credit for students with credit in MC 4163.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 5223 Mass Communication Research Analysis and Interpretation

Prerequisites: MC 5113.

Description: Single- and multi-variate analysis, interpretation and reporting of mass communication research data. Use of computers in research analysis.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 5253 International Mass Communication

Description: Examination of the nature and flow of news and information within and among nations, states, and societies from a theoretical vantage point grounded in region-specific realities. The political, economic, social, cultural and historical forces determining media practice in a global environment. No credit for students with credit in MC 4153.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 5333 Media Theory**Prerequisites:** Graduate standing.**Description:** Mediating factors that affect interaction of ingredients in the communications process, and how these factors can affect the fidelity of information conveyed.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5383 Media Relations****Prerequisites:** Graduate standing.**Description:** Strategies for dealing with the news media. Students will gain hands-on experience in conducting media news conferences, pitching story ideas and preparing themselves and others for dealing with news media interviews. Meets with SC 4383. No credit for students with credit in SC 4383.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5520 Specialized Strategic Communications Applications****Prerequisites:** MC 3353 and graduate standing.**Description:** Professional strategic communications at an advanced level. Strategic communications study of non-profit, corporate, agency, international and other specialized applications. Course content varies by semester. No credit for students with credit in SC 4520 during the same semester or with the same subtitle. Offered for fixed credit, 3 credit hours, maximum of 6 credit hours.**Credit hours:** 3**Contact hours:** Other: 3**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Media & Strategic Comm**MC 5540 Specialized Multimedia Journalism Applications****Prerequisites:** Graduate standing.**Description:** Professional journalism at an advanced level. Special topics in areas such as announcing, performance; political, business, and investigative reporting; advanced layout and design or audio production; feature, column and editorial writing. Course content varies by semester. Meets with MMJ 4540. No credit for students in MMJ 4540 during the same semester or with the same subtitle. Offered for fixed credit, 3 credit hours, maximum of 6 credit hours.**Credit hours:** 3**Contact hours:** Other: 3**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Media & Strategic Comm**MC 5560 Specialized Sports Media Applications****Prerequisites:** Graduate standing.**Description:** Professional sports media at an advanced level. Special topics in areas such as sports media production, announcing, performance; sports feature, column and editorial writing. Course content varies by semester. Meets with SPM 4560. No credit for students in SPM 4560 during same semester or with same subtitle. Offered for fixed credit, 3 credit hours, maximum of 6 credit hours.**Credit hours:** 3**Contact hours:** Other: 3**Levels:** Graduate**Schedule types:** Independent Study**Department/School:** Media & Strategic Comm**MC 5603 Integrated Marketing Communication****Prerequisites:** MC 2003 and SC 2183 or MKTG 3213; and graduate standing.**Description:** Planning and the value of coordinating the various promotional mix elements within a communication campaign to create maximum clarity and impact. Communication elements including advertising, public relations, direct marketing and sales promotion and examine strategies for combining and integrating them into an effective campaign. Theories, models and tools to make better promotional communication decisions. No credit for students with credit in SC 4603.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5613 Readings in Mass Communication****Prerequisites:** Graduate standing.**Description:** Readings in Mass Communications is a graduate seminar course designed to expose students to significant books in the field of journalism and mass communication. Students will read from an assigned list of important books and present written and oral reports on a weekly basis. Documentary films on contemporary issues in journalism and mass communication will also be viewed by the class, discussed and critiqued.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MC 5651 Introduction to Graduate Study in Mass Communications****Prerequisites:** Graduate standing.**Description:** Orientation to skills necessary for successful completion of graduate work. Training in library and archival research, academic writing and preparation of research reports, familiarization with theoretical concepts and issues associated with mass communication. Required of all mass communication MS candidates, and prerequisite to MS candidates enrolling in mass communication seminars. Previously offered as MC 5653.**Credit hours:** 1**Contact hours:** Lecture: 1**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm

MC 5733 Responsibility in Mass Communication

Prerequisites: Graduate standing.

Description: Interaction between mass media and society with emphasis upon the communicator's ethics and responsibilities. Meets with MC 4733. No credit for students with credit in MC 4733.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 5753 Media And Elections

Prerequisites: Graduate standing.

Description: Examination of media's role in the political process with primary emphasis on print and broadcast journalism practices. Meets with MMJ 4753. No credit for students with credit in MMJ 4753.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 5770 Seminar in Communication Media

Prerequisites: Graduate standing.

Description: International communication, media history, legal research, new technology, women and the media, television and children, industrial television, and communication research. Offered for variable credit, 1-3 credit hours, maximum of 9 credit hours.

Credit hours: 1-3

Contact hours: Other: 1

Levels: Graduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MC 5773 Censorship

Prerequisites: Graduate standing.

Description: Critical examination of historical and contemporary occurrences of censorship from legal, philosophical, political, religious and sociological perspectives. The course will explore the definition of censorship, the common elements found in all forms of censorship, the rationalizations and justifications for censorship, and the consequences and unintended results of censorship. No credit for students with credit in MMJ 4773.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 5853 Strategic Communication Management

Description: The focus of this course is on an integrated approach to the management of communication in an organization, using theoretical components from both public relations and advertising, but particularly grounded in organizational theory. It highlights 13 themes/issues relevant to strategic communication managers and reviews communication, management, organizational, cultural, philosophical, and paradigm theories.

Credit hours: 3

Contact hours: Other: 3

Levels: Graduate

Schedule types: Discussion

Department/School: Media & Strategic Comm

MC 5863 Managing Multimedia News Outlets

Prerequisites: MC 2003 and graduate standing.

Description: Basic issues, concepts, operational procedures and strategies associated with effectively managing media corporations. Examines management operations related to media convergence. Emphasis is placed on making ethical decisions and administrative choices in staffing and content that reflect a community's diversity. Meets with MMJ 4863. No credit for students with credit in MMJ 4863.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 5873 Sport Media Management

Description: This course examines the symbolic relationship between sport and mass media from a managerial perspective. Primary emphases are placed on decision-making, leadership styles, best managerial practices, current trends, and resource allocation for sport media management in relation to the 21st Century convergence of broadcast, online, and print journalism. Key issues confronted by sport media are discussed. This course is taught fully online, with all lectures, assignments, exams, and activities completed online through D2L.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 5883 Advanced Media Management

Prerequisites: Graduate standing.

Description: Management concerns in four areas of mass communication practice: public relations, advertising, broadcasting and print journalism. Different emphases offered according to student demand or need.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 5933 Theories of Persuasion

Prerequisites: Graduate standing.

Description: In order to extend our understanding of Strategic Communication, it is important to study the large body of scientific research dealing with persuasion and persuasive communication. This is not a course on how to be a better persuader, but instead a study of the theories of persuasion. However by exploring the academic literature on persuasion, many strategies can be learned and used to not only make us better communicators, but also to help us resist persuasive attempts that we may encounter as citizens and consumers.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Graduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MC 5953 Strategic Health Communications Campaigns**Prerequisites:** Graduate standing.**Description:** The course will focus on theoretical approaches to health message design and the most effective and strategic use of traditional and new media outlets. Students also will review and discuss examples of past and current health communication campaigns in the United States and around the world. Integrating theory and practice, students will apply these concepts to design strategic communication campaigns for area health agencies and organizations.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Graduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**MMJ 3153 Fundamentals of Audio and Video Production****Prerequisites:** MC 2003 and MC 2023 with a grade of "C" or better; and pass proficiency review.**Description:** Theory and practice of basic audio and video production techniques leading to later applications in radio, television and multi-media production. Previously offered as JB 3153.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2**Levels:** Undergraduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Media & Strategic Comm**MMJ 3203 News Writing****Prerequisites:** MC 2003 and MC 2023 with a grade of "C" or higher; and pass proficiency review.**Description:** The basics of news writing, grammar and Associated Press will be stressed. Students will learn the basics of structuring news stories and how to write basic stories including fire, crime, accidents, obituaries, etc.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2**Levels:** Undergraduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Media & Strategic Comm**MMJ 3263 Multimedia Reporting****Prerequisites:** MC 2003 and MC 2023 with a grade of "C" or better in both; and pass proficiency review.**Description:** Introduces the basic sources, documents and reporting techniques needed to cover typical government beats. Real-world assignments provide practical experience reporting and writing on deadline across media platforms such as print, broadcast and Web. News judgment as well as interviewing, time- management and writing skills will be addressed. Gathering news in an ethical manner and telling substantive, multi-media stories that encompass the community's diversity are emphasized. Previously offered as JB 3263 and JB 2393.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2**Levels:** Undergraduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Media & Strategic Comm**MMJ 3293 Information Graphics****Prerequisites:** MMJ 3263 and MMJ 4423 with "C" or better and MMJ 4393 with "C" or better or concurrent, and pass proficiency review.**Description:** Using computer-designed charts, maps, graphs, diagrams and other visual representations of information to tell the news. Combines theories of non-verbal communication and practical application. Includes the basic design concepts and techniques for creating TV and video graphics. Previously offered as JB 3293.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2**Levels:** Undergraduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Media & Strategic Comm**MMJ 3313 Editing in a Multimedia Environment****Prerequisites:** MMJ 3263 with a grade of "C" or better or concurrent enrollment; and pass proficiency review.**Description:** Principles and practice in editing copy for print, broadcast and Web, selecting pictures and video, and writing headlines, cutlines, blurbs, teases and promos. Strong emphasis placed on language usage and ethical decision-making. Previously offered as JB 3313 and JB 2413.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2**Levels:** Undergraduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Media & Strategic Comm**MMJ 3553 Advanced Reporting****Prerequisites:** MMJ 3153 and MMJ 3263 with "C" or better in both, and pass proficiency review.**Description:** News writing and reporting techniques combined with newsgathering technology to enable students to produce stories that can be featured across all media platforms. Previously offered as JB 3553. Additional flat fee of \$10.00 applies.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2**Levels:** Undergraduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Media & Strategic Comm**MMJ 3623 Internet Communication****Prerequisites:** MC 2003 and MC 2023 with a grade of "C" or better in each, and pass proficiency review.**Description:** Theoretical and practical understanding of how the Internet is changing the way mass media and media-related organizations communicate with audiences. Previously offered as JB 3623.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2**Levels:** Undergraduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Media & Strategic Comm

MMJ 3773 Voice Production and Performance

Prerequisites: MC 2003 and MC 2023 with a grade of "C" or better in both; and pass proficiency review.

Description: Covers the physical aspects of voice production and how to train and maintain the voice for effective communication. Students will improve their interviewing skills and become more effective communicators, with emphasis on conducting live interviews, ad-libbing and working with a teleprompter.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

MMJ 3823 Photography I

Prerequisites: MC 2003 and MC 2023 with a grade of C or better in each, pass proficiency review.

Description: Expression of visual communications through photography. Creating and producing photographs using digital equipment and understanding lenses, exposures, color and composition. Manipulation, color and tone correction of photography using photo-editing software. For students who want an elementary understanding of photography or to prepare for advanced work in photography or photojournalism. Previously offered as JB 3823.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

MMJ 3873 Audio Production

Prerequisites: MMJ 3153 with a grade of C or better; and pass proficiency review.

Description: Prepares students to work in radio and internet audio production and imaging. Students prepare and present materials in a broadcasting situation. Previously offered as JB 3873 and JB 2873.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

MMJ 3900 Multimedia Journalism Internship

Prerequisites: MMJ 3153 and MMJ 3263 with a grade of "C" or better and consent of instructor, and pass proficiency review.

Description: Internship practice for qualified multi-media journalism students who wish creative communications experience beyond that available in the classroom. Previously offered as JB 3900. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.

Credit hours: 1-3

Contact hours: Other: 1

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MMJ 3913 Field Production

Prerequisites: MMJ 3153 with a grade of "C" or better; and pass proficiency review.

Description: Video production techniques, including camera, audio, lighting, staging, producing, post production, graphics and on-camera performance. Project-driven and emulates actual client-based productions. Emphasizes constant planning and evaluation of productions. Previously offered as JB 3913.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

MMJ 3943 Photojournalism

Prerequisites: MC 2003 and MC 2023 with a grade of "C" or better in each, and pass proficiency review.

Description: Theory and practice in the digital techniques of photojournalism. Intermediate concepts of lighting, composition, action and storytelling via digital photography. A basic understanding of photography and photo developing necessary. Must have access to 35mm single reflex or digital camera. Previously offered as JB 3943.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

MMJ 4243 Programs and Audiences

Prerequisites: MC 2003 and MC 2023 with grades of "C" or better in both; and pass proficiency review.

Description: Audience analysis, proper construction of programs for greatest appeal and use of appeals to attract the desired audience. Program types, rating systems, program selection and audience attention. Design and discussion of programs to reach specific audiences. Previously offered as JB 4243.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4313 Public Affairs Reporting

Prerequisites: MMJ 3263 with a grade of "C" or better; and pass proficiency review.

Description: Reporting techniques empowering journalists to fulfill their watchdog role in a democracy. Practical experience in accurately reporting and writing on deadline. Focus on a multimedia mindset to tell the news of government through people. Emphasizes importance of human diversity and cultivating sources ethically. Stresses the use of government documents. Previously offered as JB 4313 and JB 3413.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

MMJ 4393 Data Journalism

Prerequisites: MMJ 3263 with a grade "C" or better, pass proficiency review; STAT 2013 or STAT 2023 or STAT 2053.

Description: Provides practical experience using the computer as a tool for data analysis while focusing on social science research methods. Combines the scientific method with the process approach to news writing. Teaches how to find and import data into a spreadsheet and systematically analyze it using basic and advanced techniques. The data analysis will generate an idea for a story for print or broadcast, which must be followed up with reporting and writing that stresses how people are affected. Previously offered as JB 4393.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4413 Advanced Reporting and Writing

Prerequisites: MMJ 4313 with a grade of "C" or better; and pass proficiency review.

Description: Enhancement of writing style and reporting techniques; evaluation of sources and polling practices, and investigative coverage of newsmakers and events. Previously offered as JB 4413.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4423 Graphic Design in Multimedia

Prerequisites: MC 2003 and MC 2023 with "C" or better; and pass proficiency review.

Description: Design principles, techniques and practices for a converging media. Includes photo editing and introduction to type for print and online. Emphasizes ethical decision-making in content selection and placement. Previously offered as JB 4423 and JB 3423.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

MMJ 4433 Feature Writing for Newspaper and Magazine

Prerequisites: MC 2003 and MC 2023 with "C" or better; and pass proficiency review.

Description: Newspaper features and special articles for general circulation magazines, business and trade journals; sources, materials, markets and other factors pertinent to nonfiction writing. Previously offered as JB 4433.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4540 Specialized Multimedia Journalism Applications

Prerequisites: MMJ 3153 or MMJ 3263 with a grade of "C" or better and consent of department; and pass proficiency review.

Description: Professional journalism at an advanced level. Special topics in areas such as announcing, performance; political, business and investigative reporting; advanced layout and design or audio production; feature, column and editorial writing. Course content varies by semester. Meets with MC 5540. No credit for students in MC 5540. Previously offered as JB 4540. Offered for fixed 3 credit hours, maximum of 6 credit hours.

Credit hours: 3

Contact hours: Other: 3

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MMJ 4553 News Production

Prerequisites: MMJ 3153 and MMJ 3553 each with a grade of "C" or higher; and pass proficiency review.

Description: Advanced skills in reporting, news producing, editing and anchoring. Students will assemble a video newscast or newsmagazine with content that is usable across various media platforms. Previously offered as JB 4553.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

MMJ 4573 Broadcast Documentary

Prerequisites: MMJ 3553 and MMJ 3913 with a grade of "C" or better in both; and pass proficiency review.

Description: Student-written and produced broadcast and cablecast mini-documentaries; analysis of selected programs. Previously offered as JB 4573.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4753 Media and Elections

Prerequisites: MC 2003 and MC 2023 with a grade of "C" or better in both; and pass proficiency review.

Description: Examination of media's role in the political process with primary emphasis on print and broadcast journalism practices. Meets with MC 5753. No credit for students with credit in MC 5753. Previously offered as JB 4753.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4773 Censorship

Prerequisites: MC 2003 and MC 2023 with a grade of "C" or better in both; and pass proficiency review.

Description: A critical examination of historical and contemporary occurrences of censorship from legal, philosophical, political, religious and sociological perspectives. The course will explore the definition of censorship, the common elements found in all forms of censorship, the rationalizations and justifications for censorship, and the consequences and unintended results of censorship. No credit for students with credit in MC 5773. Previously offered as JB 4773.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4863 Media Management

Prerequisites: MMJ 3263 with a grade of "C" or better; and pass proficiency review.

Description: Basic issues, concepts, operational procedures and strategies associated with effectively managing media corporations. Examines management operations related to media convergence. Emphasis is placed on making ethical decisions and administrative choices in staffing and content that reflect a community's diversity. No credit for students with credit in MC 5863. Previously offered as JB 4863.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4953 Advanced Production Practices

Prerequisites: MMJ 3913 and MMJ 3263 with a "C" or better; and pass proficiency review.

Description: Advanced professional television production. Student produced and directed television programs, including "specials," for distribution on cable or other professional media. Previously offered as JB 4953.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

MMJ 4960 Live Field Production

Prerequisites: MMJ 3153 with a grade of "C" or better; and pass proficiency review or consent of instructor.

Description: Develop a live, in-the-field production from writing a program proposal to an actual live broadcast. Students determine what equipment is needed; conduct a site survey to develop a location plot for the site; determine the best location for the cameras and master control area; write a facilities request; and create scripts for the pre-parade show and the Homecoming parade broadcast. Students also learn proper techniques of in-the-field videography, switching (live editing), and audio. Previously offered as JB 4960. Offered for 3 fixed credit hours, maximum of 6 credit hours.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

MMJ 4970 O-State Report

Prerequisites: MMJ 3553 or SPM 3863 with a grade of "C" or better; Instructor permission.

Description: Students will have the opportunity to anchor, report and produce for OStateReport, the campus newsmagazine that airs on OStateTV. The class will focus on development of executable news story ideas, writing and producing video news content, production of a news magazine, reporting and anchoring performance and development of a demo reel to be used to obtain professional employment. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.

Credit hours: 1-3

Contact hours: Other: 1

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

MMJ 4973 Multimedia Journalism Capstone

Prerequisites: MMJ 3553; MMJ 4393 or MMJ 4953 with a grade of "C" or better in each; and pass proficiency review.

Description: Separate, concurrent lectures teach advanced principles and techniques to students specializing in reporting or digital production. Students come together as teams to create multimedia news products.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

SC 2183 Introduction to Strategic Communications

Prerequisites: Departmental majors only.

Description: This course provides students with information and insights about strategic communications: how messages are created and framed, why we respond to messages the way we do, and how to employ communications strategies to advance organizational goals. The course will address the media, methods, functions and ethics of institutions' communication and interactions with a variety of audiences with an emphasis on public relations and advertising. Previously offered as JB 2183.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 3353 Persuasive Writing for Strategic Communicators

Prerequisites: MC 2003 and MC 2023 and SC 2013 or SC 2183 with a grade of "C" or better in each; and pass proficiency review.

Description: An examination of the language of persuasive communication, how persuasion works and the techniques of persuasive message strategy. Application of persuasive writing for traditional media and emerging digital media.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

SC 3383 Strategic Communications Management and Strategies

Prerequisites: MC 2003 and MC 2023 and SC 2183 with a grade of "C" or better in each; and pass proficiency review.

Description: The practice and techniques of public relations as a management function in business, industry, agriculture, government, education and other fields. Course previously offered as JB 3383.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 3443 Social Media

Prerequisites: MC 2003 and MC 2023 and SC 2183 with a grade of "C" or better in each; and pass proficiency review.

Description: The practice and application of social media such as Facebook, MySpace, Twitter and other social networking sites to public relations practice.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 3463 Event Planning and Communication

Prerequisites: MC 2003 and MC 2023 and SC 2183 with a grade of "C" or better in each or permission of instructor.

Description: This course covers the fundamentals of event planning from a strategic communications perspective. Teaches a variety of aspects involved in event planning including creating a vision and strategic plan, understanding various marketing strategies, budget management, networking, conference design, and assessment. Attendance of two events outside of class are required.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 3600 Strategic Communications Internship

Prerequisites: SC 3353 and SC 3753 with a grade of "C" or better in both and consent of instructor; and pass proficiency review.

Description: Internship practice for qualified strategic communications students who wish creative communications experience beyond that available in the classroom. Course previously offered as JB 3600. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.

Credit hours: 1-3

Contact hours: Other: 1

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

SC 3603 Copywriting and Creative Strategy

Prerequisites: SC 3353 and SC 3753 with "C" or better in both; and pass proficiency review.

Description: Emphasis on developing creative strategy in the context of an advertising campaign. Focus on the "Big Idea" with in-depth skills development in advertising copywriting across all media and formats. Course previously offered as JB 3603.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

SC 3753 Graphic Design for Strategic Communication

Prerequisites: MC 2003 and MC 2023, and SC 2013 or SC 2183 with a grade of "C" or better in each; and pass proficiency review.

Description: An analysis and application course focused on designing elements used in strategic communication to include both traditional media and new media. Creative and practical aspects of typography, layout and design. Lab component offers hands-on instruction and skills development. Course previously offered as JB 3753.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

SC 3953 Research Methods for Strategic Communicators

Prerequisites: MC 2003 and MC 2023 and SC 2183 with a grade of "C" or better in each; and STAT 2013 or STAT 2053; and pass proficiency review.

Description: Provides an overview of strategic communication research, with an emphasis on its application to the development and evaluation of the strategic communication message. Audience and media research are studied, and primary and secondary information sources are employed. Procedures for conducting a research project are outlined, and students participate in the research planning process, the gathering of primary data, and the analysis and presentation of results.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4013 Advertising Media and Markets

Prerequisites: MC 2003 and MC 2023 and SC 2183 with a grade of "C" or better in each; and pass proficiency review.

Description: Introduction to the strategic use of media. Major principles of media planning and buying, audience measurement, media research, new media technology, and market segmentation. Course previously offered as JB 3013.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4223 Media Sales and Marketing

Prerequisites: MC 2003 and MC 2023 with a grade of "C" or better in both; and pass proficiency review.

Description: The primary focus of this course is to learn to sell advertising time and space and gain insight into the professional sales process. Course will explore the role of sales in the marketing mix, the intricacies of the different local media available to advertisers, how to make effective sales presentations and the art of prospecting. Course previously offered as JB 4223.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4383 Media Relations

Prerequisites: Senior standing, minimum graduation/retention GPA of 2.5.

Description: Strategies for dealing with the news media. Students will gain hands-on experience in conducting media news conferences, pitching story ideas and preparing themselves and other for dealing with news media interviews. Meets with MC 5383. No credit for students with credit in MC 5383. Course previously offered as JB 4383.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4493 Advanced Public Relations Writing

Prerequisites: SC 3353 and SC 3753 with a grade of "C" or better in both; and pass proficiency review.

Description: An advanced application course in creating, planning, researching, writing, editing and designing of multimedia materials used in public relations communications. Previously offered as JB 4493.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

SC 4520 Specialized Strategic Communication Applications

Prerequisites: SC 3353 and SC 3753 with a grade of "C" or better in both; and pass proficiency review.

Description: Professional strategic communications at an advanced level. Strategic communications study of non-profit, corporate, agency, international and other specialized applications. Course content varies by semester. No credit for students with credit in MC 5520 during the same semester or with the same subtitle. Course previously offered as JB 4520. Offered for fixed 3 credit hours, maximum of 6 credit hours.

Credit hours: 3

Contact hours: Other: 3

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

SC 4603 Integrated Marketing Communication

Prerequisites: MC 2003 and MC 2023; and SC 2183 or MKTG 3213 with a grade of "C" or better in each; and pass proficiency review.

Description: Planning and the value of coordinating the various promotional mix elements within a communication campaign to create maximum clarity and impact. Communication elements including advertising, public relations, direct marketing and sales promotion and examine strategies for combining and integrating them into an effective campaign. Theories, models and tools to make better promotional communication decisions. No credit for students with credit in MC 5603. Course previously offered as JB 4603.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4653 Electronic Media Advertising

Prerequisites: SC 2183 or MKTG 3213 with a grade of "C" or better; and pass proficiency review.

Description: Introduction to the strategic use of entertainment marketing and new media in advertising. Major principles of engagement through current trends in advertising and branding via new technologies, product placement, sponsorship, and cross promotions. All types of new media and entertainment marketing will be explored and analyzed including, but not limited to, Internet advertising, product placement in film, TV and gaming, mobile marketing, and viral marketing. Course previously offered as JB 4653.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4663 Professional Portfolio

Prerequisites: SC 3353 and SC 3753; or MMJ 4423 with a grade of "C" or better in each; or permission of instructor; and pass proficiency review.

Description: Designed to help students polish and present their design and creative work in an integrated package coupled with personalized identity materials. Emphasis will be on applying advanced visual and graphic communication theories to present an attractive and persuasive portfolio of creative work. It is intended for students who have completed a significant amount of course work in their field. An intermediate level of experience with desktop design software is assumed.. Course previously offered as JB 4663.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

SC 4843 Strategic Communication Campaigns

Prerequisites: SC 3383, SC 3953, SC 4013; and SC 3603 OR SC 4493 ALL with "C" or better; or permission of instructor, and pass proficiency review.

Description: Planning, preparation and presentation of comprehensive integrated strategic communication campaigns for national or local clients. Student teams produce all aspects of the campaign, from conception to presentation. Satisfies capstone requirements for strategic communication majors. Course previously offered as JB 4843.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4980 Advertising Competitions

Prerequisites: Consent of instructor.

Description: Research and construction of a comprehensive communications marketing campaign for the America Advertising Federation National Student Advertising Competition. Student team members must make application for admission.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SPM 2843 Sports and the Media**Prerequisites:** Departmental majors only.**Description:** The introductory course for sports media majors. Sports is a major industry in the United States today, and this course is designed to study that industry and the opportunities for and responsibilities of the journalists who cover it. Topics covered include the evolution of the sports media, sports media relations, ethics and the sports media, racial and gender issues in sports and the media, and multimedia sports journalism in the 21st century. Course previously offered as JB 2843.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**SPM 3500 Sports Media Internship****Prerequisites:** MMJ 3263 and MMJ 3153 or (SC 3353 and SC 3753) with a grade of "C" or better and consent of instructor; and pass proficiency review.**Description:** Internship practice for qualified sports media students who wish creative communications experience beyond that available in the classroom. Course previously offered as JB 3500. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.**Credit hours:** 1-3**Contact hours:** Other: 1**Levels:** Undergraduate**Schedule types:** Independent Study**Department/School:** Media & Strategic Comm**SPM 3783 Sports Public Relations****Prerequisites:** SPM 2843 and MC 2003 and MC 2023 and SC 2183 with a grade of "C" or better in each; and pass proficiency review.**Description:** Provides an overview and introduction to the practice of public relations within the sport industry. The primary focus of the course is on the role of public relations in all aspects of sport, fundamentals of sport publicity and promotional campaigns. Course previously offered as JB 3783.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**SPM 3813 Sports Reporting Across the Media****Prerequisites:** MC 2003 and MC 2023 with a grade of "C" or higher in both; and pass proficiency review.**Description:** This course provides an introductory reporting course specifically for aspiring professionals of major sectors of the sport media industry (i.e., television, internet sites, public relations, newspapers, radio, Twitter and magazines). Students learn the basics of game summaries, keeping accurate statistics, conducting interviews, structuring stories, incorporating quotes in sports media content, all while adhering to AP style and ethical standards of journalism and communications professionals.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2**Levels:** Undergraduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Media & Strategic Comm**SPM 3843 Contemporary Sports Media****Prerequisites:** MC 2003 and MC 2023 with grade of "C" or better in both; and pass proficiency review.**Description:** Contemporary Sports Media will examine ethical and cultural considerations of the sports media as they pertain to sports gambling, drugs in sports, athletes and crime, privacy of athletes, gender and race in sports, international sports, labor issues in sports, and how the Internet is changing sports coverage.**Credit hours:** 3**Contact hours:** Lecture: 3**Levels:** Undergraduate**Schedule types:** Lecture**Department/School:** Media & Strategic Comm**SPM 3863 Electronic Sports Reporting****Prerequisites:** MMJ 3153 and MMJ 3263 with a grade of "C" or better; and pass proficiency review.**Description:** Introduces students to various types of radio and television sports stories in the media. Students will learn to write in the aural style for broadcast/Web cast format. The course will emphasize other performance situations, such as producing and anchoring radio and television sportscasts. Students will be graded based on a combination of projects and testing.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2**Levels:** Undergraduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Media & Strategic Comm**SPM 4053 Sports Announcing****Prerequisites:** MMJ 3153 and MMJ 3263 with a grade of "C" or better; and pass proficiency review.**Description:** Focuses on the theory and practice of electronic media sports coverage, with an emphasis on the role, skills and practices of radio and TV sports announcers and electronic sports media journalism. The class includes play-by-play broadcasts and a class project. Course previously offered as JB 4053.**Credit hours:** 3**Contact hours:** Lecture: 2 Lab: 2**Levels:** Undergraduate**Schedule types:** Lab, Lecture, Combined lecture and lab**Department/School:** Media & Strategic Comm**SPM 4560 Specialized Sports Media Applications****Prerequisites:** SPM 2843, and (SC 3353 or MMJ 3263 or MMJ 3153 with a grade of "C" or better); and pass proficiency review.**Description:** Professional sports media at an advanced level. Special topics in areas such as sports media production, announcing, performance; sports feature, column and editorial writing. Course content varies by semester. No credit for students in MC 5560 during same semester or with same subtitle. Course previously offered as JB 4560. Offered for fixed 3 credit hours, maximum of 6 credit hours.**Credit hours:** 3**Contact hours:** Other: 3**Levels:** Undergraduate**Schedule types:** Independent Study**Department/School:** Media & Strategic Comm

SPM 4813 Sports Media Production

Prerequisites: SPM 2843 and MMJ 3263 and MMJ 3913 with a grade of "C" or better; and pass proficiency review.

Description: After completing this course students will be able to develop, write, pre-produce, produce, perform as talent and post-produce programming for broadcast sports media. By becoming proficient with specific production and performance techniques, you will be qualified to pursue an internship and/or employment with a media organization. Previously offered as JB 4813.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

SPM 4833 Sports Information Systems

Prerequisites: MMJ 3263 or SPM 3813 or SC 3353 with a grade of "C" or higher; and pass proficiency review.

Description: This course teaches basic skills needed to work in sport public relations/sport media relations. Students produce their own game stories, learn basic AP Style sports writing, Stat Crew software, how to keep and record statistics, and best practices for using social media and handling crises communication in sports.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SPM 4853 Advanced Sports Writing

Prerequisites: SPM 2843 and SPM 3813 and MMJ 3263 with a grade of "C" or better in each; and pass proficiency review.

Description: Advanced sports writing and reporting, which includes a wide variety of writing and reporting assignments, leading to an emphasis on enterprise and investigative reporting, as well as long-form features. Final projects should be of such quality to serve as the lead products in individual student portfolios. Same course as JB 3853 and SPM 3853.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

SPM 4883 Sports Media Capstone

Prerequisites: SPM 3863 and either SPM 3853 or SPM 4813 each with a grade of "C" or better; and pass proficiency review.

Description: Capstone course for multimedia sports majors, giving them the opportunity to apply the skills they have learned to a final project that will be coordinated with a media outlet with the goal of publication. In addition, students will work on writing for print and electronic media, multimedia sports programming, management skills, and ethics and cultural issues in sports media. Course previously offered as JB 4883.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

SPM 4933 Sports Information Capstone

Prerequisites: SC 3783 and SC 3953 and SC 3353 and SC 3753 and SPM 3813 with a grade of "C" or better in each; and pass proficiency review.

Description: This course examines critical, contemporary issues, and teaches skills and best practices needed for sports information and the sports public relations profession. Particular focus is placed on best practices and responses in the digital age.

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SPM 4980 Advertising Competitions

Credit hours: 3

Contact hours: Lecture: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

Undergraduate Programs

- Multimedia Journalism, BA (<http://catalog.okstate.edu/arts-sciences/media-strategic-communications/multimedia-journalism-ba>)
- Multimedia Journalism, BS (<http://catalog.okstate.edu/arts-sciences/media-strategic-communications/multimedia-journalism-bs>)
- Sports Media, BA (<http://catalog.okstate.edu/arts-sciences/media-strategic-communications/sports-media-ba>)
- Sports Media, BS (<http://catalog.okstate.edu/arts-sciences/media-strategic-communications/sports-media-bs>)
- Strategic Communication, BA (<http://catalog.okstate.edu/arts-sciences/media-strategic-communications/strategic-communication-ba>)
- Strategic Communication, BS (<http://catalog.okstate.edu/arts-sciences/media-strategic-communications/strategic-communication-bs>)

Graduate Programs

The School of Media and Strategic Communications offers courses leading to the degree of Master of Science in mass communications. Preferred qualifications for admission to the master's program include a bachelor's degree in an area of mass communication with an overall grade-point average of 3.0. The Graduate Record Exam (GRE) is required. Graduates of a non-mass communication discipline may enter the Master of Science program, with the stipulation that they complete, without graduate credit, foundation courses relevant to career interests during the first year of their graduate education.

Specialty tracks in media management, strategic communication management and sports media are offered. Basic emphasis is on the application of communication theories and research to the professional aspects of mass communication. Electives in the behavioral sciences or business management are encouraged.

Faculty

Craig Freeman, JD—Associate Professor and Director

Professor: Jami Fullerton, PhD (Peggy Welch Chair in Integrated Marketing Communications); Edward Kian, PhD (Welch-Bridgewater Chair of Sports Media); John McGuire, PhD

Associate Professors: Jack Hodgson, MA; Stan Ketterer, PhD; Bobbi Kay Lewis, PhD; Lori McKinnon, PhD; Ray Murray, MS; Joey Senat, PhD

Assistant Professors: Mikyeung Bae, PhD; Skye Cooley, PhD; Jared Johnson, PhD; Daniel Shipka, PhD

Clinical Associate Professor: Gina Noble, MS

Clinical Assistant Professor: Hillary Speed, MS