# STRATEGIC COMMUNICATION: ADVERTISING AND PUBLIC RELATIONS, BA

## Degree Requirements

### Requirements for Students Matriculating in or before Academic Year 2023-2024.

Learn more about University Academic Regulation 3.1 ([http://catalog.okstate.edu/university-academic-regulations/#matriculation](http://catalog.okstate.edu/university-academic-regulations/#matriculation)).

Minimum Overall Grade Point Average: 2.00  
Total Hours: 120

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td><strong>General Education Requirements</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>English Composition</strong></td>
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<tr>
<td>See Academic Regulation 3.5 (<a href="http://catalog.okstate.edu/university-academic-regulations/#english-composition">http://catalog.okstate.edu/university-academic-regulations/#english-composition</a>)</td>
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<tr>
<td>ENGL 1113 or ENGL 1313</td>
<td>Composition I or Critical Analysis and Writing I</td>
<td>3</td>
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<tr>
<td>ENGL 1213 or ENGL 1413 or ENGL 3323</td>
<td>Composition II or Critical Analysis and Writing II or Technical Writing</td>
<td>3</td>
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<tr>
<td><strong>American History &amp; Government</strong></td>
<td></td>
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<tr>
<td>HIST 1103 or HIST 1483 or HIST 1493</td>
<td>Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)</td>
<td>3</td>
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<tr>
<td>POLS 1113</td>
<td>American Government</td>
<td>3</td>
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<tr>
<td><strong>Analytical &amp; Quantitative Thought (A)</strong></td>
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<tr>
<td>STAT 2013 or STAT 2023 or STAT 2053</td>
<td>Elementary Statistics (A) or Elementary Statistics for Business and Economics (A) or Elementary Statistics for the Social Sciences (A)</td>
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<tr>
<td><strong>Humanities (H)</strong></td>
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<tr>
<td>Courses designated (H)</td>
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<td>6</td>
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<tr>
<td><strong>Natural Sciences (N)</strong></td>
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<tr>
<td>Courses designated (N)</td>
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<tr>
<td><strong>Social &amp; Behavioral Sciences (S)</strong></td>
<td></td>
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<tr>
<td>ECON 1113 or ECON 2103</td>
<td>The Economics of Social Issues (S) or Introduction to Microeconomics (S)</td>
<td>3</td>
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<tr>
<td>MC 1143</td>
<td>Media in a Diverse Society (DS)</td>
<td>3</td>
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<tr>
<td>SPCH 2713</td>
<td>Introduction to Speech Communication (S)</td>
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<tr>
<td><strong>Additional General Education</strong></td>
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<tr>
<td>Courses designated (A), (H), (N), or (S)</td>
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<td>4</td>
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<tr>
<td><strong>Hours Subtotal</strong></td>
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<td>40</td>
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<tr>
<td><strong>Diversity (D) &amp; International Dimension (I)</strong></td>
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<tr>
<td>May be completed in any part of the degree plan</td>
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<tr>
<td>Select at least one Diversity (D) course</td>
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<tr>
<td>Select at least one International Dimension (I) course</td>
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### College/Departmental Requirements

**First Year Seminar**

Transfer students with 15 hours exempt.

### Arts & Humanities

See note 2.a.

### Natural & Mathematical Sciences

See note 2.b.

### Foreign Language

See note 3.a.

### Upper-Division General Education

Select 6 hours outside major department. See note 2.c.

**Hours Subtotal**: 22

### Major Requirements

Minimum 2.50 GPA. Minimum grade of "C" in all MC-MMJ-SC-SPM prefix courses.

**Lower-division Professional Sequence**

2.75 GPA and declared major required to take courses below:

- MC 2003: Mass Media Style and Structure 3
- MC 2023: Electronic Communication 3
- SC 2183: Introduction to Strategic Communications 3

**Upper-division Professional Sequence**

Proficiency Review required to take courses below:

- MC 4143: Ethics and Issues in Mass Communications 3
- MC 4163: Mass Communication Law 3
- SC 3353: Persuasive Writing for Strategic Communicators 3
- SC 3753: Graphic Design for Strategic Communication 3
- SC 3953: Research Methods for Strategic Communicators 3
- Select 6 hours of MC, MMJ, SC or SPM 6

**Advertising & Public Relations**

- SC 3383: Strategic Communications Management and Strategies 3
- SC 4013: Media and Markets 3
- SC 4493: Strategic Writing for Content Creation 3
- SC 4843 or SC 4980: Strategic Communication Campaigns or Advertising Competitions 3
- Select 3 upper-division hours of MC, MMJ, SC or SPM 3

**Additional Requirements**

Select 6 hours of upper-division MKTG 6

Select 3 hours of upper-division Traditional Liberal Arts (A&S, AERO, AMIS, AMST, ANTH, ART, ASL, ASTR, BIOL, CDIS, CHEM, CHIN, CS, DANC, DIVR, ENGL FLL, FREN, GEOL, GREK, GRMN, GWST, HIST, JAPN, LATN, MATH, MCR, MUSI, PHIL, PHYS, POLS, PSYC, REL, RUSS, SOC, SPAN, SPCH, STAT, TH) or Business or General Education.

**Hours Subtotal**: 54

### Electives

Select 4 hours.

May need to include 6 hours upper-division general education outside major department. See note 2.c.

May not be able to use additional courses in MC-MMJ-SC-SPM.

MATH 1483 or MATH 1513 required for students who do not place directly into STAT.
A. The foreign language requirement for the B.A. may be satisfied by 9 hours college credit in the same language, which must include 3 hours at the 2000-level, or equivalent proficiency (e.g., passing an advanced standing examination; TOEFL exam; presenting a high school transcript which demonstrates the high school was primarily conducted in a language other than English; etc.). Computer Science courses may not be used to satisfy this requirement. Currently Arabic and Mvskoke are not offered at the 2000-level at OSU.

b. The foreign language requirement for the B.S., B.M. and B.F.A. may be satisfied by presenting a high school transcript which demonstrates two years of study of a single foreign language (passing grades at second-year level of study). It may also be satisfied by 6 hours college credit in the same language, which must include language courses 1713 and 1813, or equivalent proficiency (e.g., passing an advanced standing examination; TOEFL exam; presenting a high school transcript which demonstrates the high school was primarily conducted in a language other than English; etc.). Computer Science courses may not be used to satisfy this requirement.

c. In addition to a. and b., students pursuing teacher certification must meet novice-high foreign language proficiency by presenting a high school transcript which demonstrates the high school was primarily conducted in a language other than English; etc.). Computer Science courses may not be used to satisfy this requirement.

3. Foreign Language Proficiency

### College of Arts and Sciences Requirements

1. **Hours in One Department**: For B.A. and B.S. degrees, no more than 54 hours in one department may be required to meet degree requirements. Courses used to satisfy the General Education English Composition, U.S. History, American Government, and Mathematics or Statistics requirements will not count toward the 54-hour maximum required from one department.

2. **A&S College/Departmental Requirements**
   a. Arts and Humanities are defined as any course carrying an (H) designation or courses from AMST, ART, DANC, ENGL (except ENGL 3323 Technical Writing) HIST, MUSI, PHIL (except PHIL 1313 Logic and Critical Thinking (A), PHIL 3003 Symbolic Logic (A) and PHIL 4003 Mathematical Logic and Computability), REL, TH, and foreign languages.
   b. Natural and Mathematical Sciences are defined as any course from the following prefixes: ASTR, BIOL, CHEM, CS (except CS 4883 Social Issues in Computing), GEOL, MATH, MICR, PBIO, PHY, and STAT; or courses from other departments that carry an (A) or (N) general education designation.
   c. Six upper-division hours are required from General Education or any CAS courses outside the student’s major department. This requirement may be satisfied by courses also used to satisfy any part of a student’s degree program (i.e., in General Education, College Departmental Requirements, Major Requirements or Electives).
   d. Non-Western Studies Requirement for B.A. and B.F.A.; One course in Non-Western Studies (N.W.). This requirement may be satisfied by courses also used to satisfy any part of a student’s degree program (i.e., in General Education, College Departmental Requirements, Major Requirements or Electives).
   e. The College of Arts & Sciences requires a minimum 2.0 GPA in all major requirements and a minimum 2.0 GPA in all major-prefix courses applied to the degree.

### Additional State/OSU Requirements

- At least: 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 or 50% of the upper-division hours in the major field completed at OSU.
- Limit of: one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2029.