STRAategic 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).

Minimum Overall Grade Point Average: 2.00
Total Hours: 120

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 1113</td>
<td>Composition I</td>
<td>3</td>
</tr>
<tr>
<td>or ENGL 1313</td>
<td>Critical Analysis and Writing I</td>
<td></td>
</tr>
<tr>
<td>ENGL 1213</td>
<td>Composition II</td>
<td>3</td>
</tr>
<tr>
<td>or ENGL 1413</td>
<td>Critical Analysis and Writing II</td>
<td></td>
</tr>
<tr>
<td>or ENGL 3323</td>
<td>Technical Writing</td>
<td></td>
</tr>
<tr>
<td>HIST 1103</td>
<td>Survey of American History</td>
<td>3</td>
</tr>
<tr>
<td>or HIST 1483</td>
<td>American History to 1865 (H)</td>
<td></td>
</tr>
<tr>
<td>or HIST 1493</td>
<td>American History Since 1865 (DH)</td>
<td></td>
</tr>
<tr>
<td>POLS 1113</td>
<td>American Government</td>
<td>3</td>
</tr>
<tr>
<td>STAT 2013</td>
<td>Elementary Statistics (A)</td>
<td>3</td>
</tr>
<tr>
<td>or STAT 2023</td>
<td>Elementary Statistics for Business and Economics (A)</td>
<td></td>
</tr>
<tr>
<td>or STAT 2053</td>
<td>Elementary Statistics for the Social Sciences (A)</td>
<td></td>
</tr>
<tr>
<td>Courses designated (H)</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Courses designated (N)</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Courses designated (S)</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>ECON 1113</td>
<td>The Economics of Social Issues (S)</td>
<td>3</td>
</tr>
<tr>
<td>or ECON 2103</td>
<td>Introduction to Microeconomics (S)</td>
<td></td>
</tr>
<tr>
<td>MC 1143</td>
<td>Media in a Diverse Society (DS)</td>
<td>3</td>
</tr>
<tr>
<td>SPCH 2713</td>
<td>Introduction to Speech Communication (S)</td>
<td>3</td>
</tr>
<tr>
<td>Courses designated (A), (H), (N), or (S)</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Hours Subtotal</td>
<td></td>
<td>40</td>
</tr>
</tbody>
</table>

Diversity (D) & International Dimension (I)
May be completed in any part of the degree plan
Select at least one Diversity (D) course
Select at least one International Dimension (I) course

College/Departmental Requirements

First Year Seminar | 1 |

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 | Strategic Communication Campaigns | 3 |
or SC 4980 | Advertising Competitions | |
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, GEG, GEOG, GREK, GRMN, GWST, HIST, JPN, LATIN, MATH, MICR, MUSI, PHIL, PHYS, POLS, PSYC, REL, RUSS, SOC, SPAN, SPCH, STAT, TH) or Business or General Education. | 3 |

Hours Subtotal | 54 |

Electives
Select 4 hours. | 4 |

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 2.75 graduation retention GPA and at least 24 hours completed required to initially declare major. Passing the proficiency review is required for upper-division major requirements. This includes a 2.75 graduation retention GPA, and at least 12 OSU hours earned, and a 2.75 OSU GPA, and a passing score on the Language Proficiency Exam.

No more than 12 hours in MC-MMJ-SC-SPM can be transferred from other institutions.

Students are required to develop and maintain a portfolio exhibiting specific and appropriate work including required class assignments.

### Other Requirements

- See the College of Arts and Sciences Requirements.
- Minimum 2.50 GPA in all MC-MMJ-SC-SPM prefix courses.
- **Upper-Division Credit:** Total hours must include at least 40 hours in courses numbered 3000 or above.
- For BA and BS degrees, no more than 54 hours in one department (MC-MMJ-SC-SPM) may be applied to degree requirements.

### 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**
   - 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.
   - Natural and Mathematical Sciences are defined as any course from the following prefixes: ASTR, BIOL, BIOL, CHEM, CS (except CS 4883 Social Issues in Computing), GEOL, MATH, MIRC, PBIO, PHYS, and STAT; or courses from other departments that carry an (A) or (N) general education designation.
   - Six upper-division hours are required from General Education or any CAS courses outside the student's major department (http://catalog.okstate.edu/college-arts-sciences-major-departments/). 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).
   - 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).
   - 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.