STRATEGIC COMMUNICATION: ADVERTISING AND PUBLIC RELATIONS, BA

Degree Requirements
Requirements for Students Matriculating in or before Academic Year 2021-2022. 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>
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<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>
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<tr>
<td>ENGL 1213</td>
<td>Composition II</td>
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<tr>
<td>or ENGL 1413</td>
<td>Critical Analysis and Writing II</td>
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<tr>
<td>or ENGL 3323</td>
<td>Technical Writing</td>
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<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>
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</tr>
<tr>
<td>or HIST 1493</td>
<td>American History Since 1865 (DH)</td>
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<tr>
<td>POLS 1113</td>
<td>American Government</td>
<td>3</td>
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<tr>
<td>STAT 2013</td>
<td>Elementary Statistics (A)</td>
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</tr>
<tr>
<td>or STAT 2023</td>
<td>Elementary Statistics for Business and Economics (A)</td>
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<tr>
<td>or STAT 2053</td>
<td>Elementary Statistics for the Social Sciences (A)</td>
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<tr>
<td>Courses designated (H)</td>
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</tr>
<tr>
<td>Courses designated (N)</td>
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<tr>
<td>ECON 1113</td>
<td>The Economics of Social Issues (S)</td>
<td>3</td>
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<tr>
<td>or ECON 2103</td>
<td>Introduction to Microeconomics (S)</td>
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<tr>
<td>MC 1143</td>
<td>Media in a Diverse Society (DS)</td>
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<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>
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<tr>
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<tr>
<td>MC 4143</td>
<td>Ethics and Issues in Mass Communications</td>
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<tr>
<td>MC 4163</td>
<td>Mass Communication Law</td>
<td>3</td>
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<tr>
<td>SC 3353</td>
<td>Persuasive Writing for Strategic Communicators</td>
<td>3</td>
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<tr>
<td>SC 3753</td>
<td>Graphic Design for Strategic Communication</td>
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<tr>
<td>SC 4013</td>
<td>Advertising Media and Markets</td>
<td>3</td>
</tr>
<tr>
<td>Select 6 hours of MC, MMJ, SC or SPM</td>
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<tr>
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<tr>
<td>SC 3383</td>
<td>Strategic Communications Management and Strategies</td>
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<tr>
<td>SC 3953</td>
<td>Research Methods for Strategic Communicators</td>
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<tr>
<td>SC 3603</td>
<td>Copywriting and Creative Strategy Advanced Public Relations Writing</td>
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</tr>
<tr>
<td>SC 4843</td>
<td>Strategic Communication Campaigns Advertising Competitions</td>
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<tr>
<td>or SC 4980</td>
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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Select 6 hours of upper-division MKTG</td>
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</tr>
<tr>
<td>Select 3 hours of upper-division Traditional Liberal Arts (A&amp;S, AERO, AMIS, AMST, ANTH, ART, ASL, ASTR, BIOL, CDIS, CHEM, CHIN, CS, DANC, DIVR, ENGL FLL, FREN, GEOG, GEOL, GREK, GRMN, GWST, HIST, JAPN, LATN, MATH, MIRC, MUSI, PHIL, PHYS, POLS, PSYC, REL, RUSS, SOC, SPAN, SPCH, STAT, TH) or Business or General Education.</td>
<td>3</td>
<td></td>
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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tr>
<td>Select 4 hours.</td>
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<td>4</td>
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</tbody>
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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.
Requirements

College of Arts and Sciences

Other Requirements

Students are required to develop and maintain a portfolio exhibiting
institutions.

A minimum of 72 hours must be taken outside of MC-MMJ-SC-SPM. 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.

• Hours in One Department: The School of Media and Strategic
Communications requires that no more than 48 hours in MC-MMJ-SC-
SPM may be applied to degree requirements.

College of Arts and Sciences
Requirements

1. General Education Requirements

No more than two courses (or eight hours) from the major
department (http://catalog.okstate.edu/college-arts-sciences-major-
departments/) may be used to meet General Education and College
and Departmental Requirements. The General Education required
English Composition, required U.S. History, required American
Government, one required MATH or STAT course, and required foreign
language for B.A. degrees do not count against the two-course
maximum.

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), GEOG, MATH, MICR, PBIO,
PHYS, and STAT; or courses from other departments that carry an
(A) or (N) general education designation.

c. The required six hours of upper-division General Education may
not include courses from 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).

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.

3. Foreign Language Proficiency

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 two
years of study of a single foreign language with no grade below
B. Or, students may complete 3 hours college credit in a single
language with no grade below C (or pass an advanced standing
examination, College Level Examination Program (CLEP) exam,
or Oral Proficiency Interview developed by the American Council
on the Teaching of Foreign Languages, equivalent to 3 hours of
college credit.) Or, students may meet the requirement by transfer
of documentation of meeting the foreign language competency
from one of the teacher education programs in the State of
Oklahoma approved by the Oklahoma State Regents for Higher
Education.

4. Exclusions

a. 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 allowed from one department.

b. Courses with ATHL or LEIS prefixes and leisure activity courses
may not be used for degree credit.

5. Teacher Certification

Students can satisfy the requirements for secondary schools
teaching certification while earning a B.A. or B.S. in the College of
Arts & Sciences. Those interested should see their Arts and Sciences
advisor and the OSU Professional Education Unit in room 325 Willard.

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 2027.