

# STRATEGIC COMMUNICATION: ADVERTISING AND PUBLIC RELATIONS, BS

## 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**

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
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> )		
ENGL 1113 or ENGL 1313	Composition I Critical Analysis and Writing I	3
ENGL 1213 or ENGL 1413 or ENGL 3323	Composition II Critical Analysis and Writing II Technical Writing	3
<i>American History &amp; Government</i>		
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History American History to 1865 (H) American History Since 1865 (DH)	3
POLS 1113	American Government	3
<i>Analytical &amp; Quantitative Thought (A)</i>		
STAT 2013 or STAT 2023 or STAT 2053	Elementary Statistics (A) Elementary Statistics for Business and Economics (A) Elementary Statistics for the Social Sciences (A)	3
<i>Humanities (H)</i>		
Courses designated (H)		6
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N)		6
<i>Social &amp; Behavioral Sciences (S)</i>		
ECON 1113 or ECON 2103	The Economics of Social Issues (S) Introduction to Microeconomics (S)	3
MC 1143	Media in a Diverse Society (DS)	3
SPCH 2713	Introduction to Speech Communication (S)	3
<i>Additional General Education</i>		
Courses designated (A), (H), (N), or (S)		4
<b>Hours Subtotal</b>		<b>40</b>
<b>Diversity (D) &amp; International Dimension (I)</b>		
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		
<b>College/Departmental Requirements</b>		
<i>First Year Seminar</i>		1

(Transfer students with 15 hours exempt)

<i>Arts &amp; Humanities</i>		3
See note 2.a.		
<i>Natural &amp; Mathematical Sciences</i>		9
See note 2.b.		
<i>Foreign Language</i>		
0-6 hours. See note 3.		
<i>Upper-Division General Education</i>		
Select 6 hours outside major department. See note 2.c.		
<b>Hours Subtotal</b>		<b>13</b>
<b>Major Requirements</b>		
Minimum 2.50 GPA. Minimum grade of "C" in all MC-MMJ-SC-SPM prefix courses.		
<i>Lower-division Professional Sequence</i>		
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
<i>Upper-division Professional Sequence</i>		
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
<i>Advertising &amp; Public Relations</i>		
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 Advertising Competitions	3
Select 3 upper-division hours of MC, MMJ, SC or SPM		3
<i>Additional Requirements</i>		
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, GEOG, GEOL, GREK, GRMN, GWST, HIST, JAPN, LATN, MATH, MICR, MUSI, PHIL, PHYS, POLS, PSYC, REL, RUSS, SOC, SPAN, SPCH, STAT, TH) or Business or General Education		3
<b>Hours Subtotal</b>		<b>54</b>
<b>Electives</b>		
May need to include 6 hours of a foreign language. See note 3.		
Select 13 hours.		13
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.

<b>Hours Subtotal</b>	<b>13</b>
<b>Total Hours</b>	<b>120</b>

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**
  - 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, BIOC, BIOL, CHEM, CS (except CS 4883 Social Issues in Computing), GEOL, MATH, MICR, PBIO, PHYS, 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 (<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).
  - 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.

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

## 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.

## Example Plan of Study

### Finish in Four Plan of Study

The plan below is an example of how students can successfully complete degree requirements in four years. This suggested class schedule

plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
ENGL 1113	Composition I	3
MATH 1483 or MATH 1513	Mathematical Functions and Their Uses (A) or College Algebra (A)	3
General Education courses		8
<b>Hours</b>		<b>14</b>
<b>Spring</b>		
ENGL 1213	Composition II	3
STAT 2013 or STAT 2053 or STAT 2023	Elementary Statistics (A) or Elementary Statistics for the Social Sciences (A) or Elementary Statistics for Business and Economics (A)	3
General Education courses		10
<b>Hours</b>		<b>16</b>
<b>Sophomore</b>		
<b>Fall</b>		
SC 2183	Introduction to Strategic Communications	3
MC 2003	Mass Media Style and Structure	3
General Education courses		9
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
MC 2023	Electronic Communication	3
College and Elective courses		12
<b>Hours</b>		<b>15</b>
<b>Junior</b>		
<b>Fall</b>		
SC 3353	Persuasive Writing for Strategic Communicators	3
SC 3753	Graphic Design for Strategic Communication	3
MKTG 3213	Marketing (S)	3
Major, College, and Elective courses		6
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
SC 3383	Strategic Communications Management and Strategies	3
SC 4013	Media and Markets	3
MC 4143	Ethics and Issues in Mass Communications	3
3 hrs Upper-Division MKTG course		3
Major, College, and Elective courses		3
<b>Hours</b>		<b>15</b>
<b>Senior</b>		
<b>Fall</b>		
SC 3953	Research Methods for Strategic Communicators	3
SC 3603 or SC 4493	Copywriting and Creative Strategy or Strategic Writing for Content Creation	3
MC 4163	Mass Communication Law	3
Major, College, and Elective courses		6
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
SC 4843 or SC 4980	Strategic Communication Campaigns or Advertising Competitions	3
Major, College, and Elective courses		12
<b>Hours</b>		<b>15</b>
<b>Total Hours</b>		<b>120</b>