## Strategic Communication, BA

**Requirements for Students Matriculating in or before Academic Year 2017-2018.** 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

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<tr>
<th>Code</th>
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<tr>
<td><strong>General Education Requirements</strong></td>
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<td><strong>English Composition</strong></td>
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<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>
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<tr>
<td>HIST 1103 or POLS 1113</td>
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<tr>
<td><strong>Analytical &amp; Quantitative Thought (A)</strong></td>
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<td>STAT 2013 or STAT 2053</td>
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<td><strong>Social &amp; Behavioral Sciences (S)</strong></td>
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<td>ECON 1113 or ECON 2103</td>
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<td>SPCH 2713</td>
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<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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<td><strong>College/Departmental Requirements</strong></td>
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<td><strong>First Year Seminar</strong></td>
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<td><strong>Natural &amp; Mathematical Sciences</strong></td>
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<td>See note 2.b.</td>
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**Foreign Language**
See note 3

**Upper-Division General Education**
Select 6 hours outside major department
See note 2.c.

**Hours Subtotal** 22

**Major Requirements**
Minimum 2.50 GPA in all MC-MMJ-SC-SPM prefix courses and in Major Requirements with a minimum grade of “C” in each course for graduation

**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
**SC 3353** Persuasive Writing for Strategic Communicators 3
**SC 3383** Strategic Communications Management and Strategies 3
**SC 3753** Graphic Design for Strategic Communication 3
**SC 3953** Research Methods for Strategic Communicators 3
**SC 4013** Advertising Media and Markets 3
**SC 3603** Copywriting and Creative Strategy 3
or **SC 4493** Advanced Public Relations Writing
**SC 4843** Strategic Communication Campaigns 3
or **SC 4980** Advertising Competitions
**MC 4143** Ethics and Issues in Mass Communications 3
**MC 4163** Mass Communication Law 3
Select 9 hours of MC, MMJ, SC or SPM (must be upper-division) 9

**Additional Requirements**
Select 6 hours of upper-division MKTG 6
Select 3 hours of upper-division Traditional Liberal Arts or Business or Ged Ed 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.) and 1 additional upper-division hour
May not be able to use additional courses in MC-MMJ-SC-SPM

**Hours Subtotal** 4

**Total Hours** 120

A 2.75 graduation retention GPA and at least 28 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.
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.
- **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 hours in MC-MMJ-SC-SPM in excess of 48 will be added to the minimum total of 120 required for graduation.

**College of Arts and Sciences Requirements**

1. **General Education Requirements**
   
   No more than two courses (or eight hours) from the major department 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), 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, BOT, CHEM, CS (except CS 4883 Social Issues in Computing), GEOL, MATH, MICR, 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).

   d. Non-Western Studies Requirement for B.A. and B.F.A.; One 3-hour course in Non-Western Studies from:

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<td>History of Indian Art</td>
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<td>ART 4663</td>
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<td>History of Japanese Art</td>
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<td>Modern and Contemporary Art in Asia</td>
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<td>Art East and West: Biases and Borrowings</td>
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<td>Readings in Postcolonial and Multiethnic Literature (African Novel)</td>
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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.

3. **Foreign Language Proficiency**

a. The foreign language requirement for the B.A. may be satisfied by 10 hours college credit in the same language, or equivalent proficiency (e.g., passing an advanced standing examination; completing a second-year or higher college-level course in the language, etc.).

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 any of the options listed above for the B.A. utilizing elective hours.

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 5 hours college credit in the same language with no grade below C (or pass an advanced standing examination equivalent to 5 hours of college credit).

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 adviser 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 2023.