# Strategic Communication, BS

## Degree Requirements

Requirements for Students Matriculating in or before Academic Year 2020-2021. 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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</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>
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<td>Select one of the following:</td>
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<tr>
<td>ENGL 1213</td>
<td>Composition II</td>
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<tr>
<td>ENGL 1413</td>
<td>Critical Analysis and Writing II</td>
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<tr>
<td>ENGL 3323</td>
<td>Technical Writing</td>
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### American History & Government

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<tbody>
<tr>
<td>HIST 1103</td>
<td>Survey of American History</td>
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<tr>
<td>or HIST 1483</td>
<td>American History to 1865 (H)</td>
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<tr>
<td>or HIST 1493</td>
<td>American History Since 1865 (DH)</td>
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</tr>
<tr>
<td>POLS 1113</td>
<td>American Government</td>
<td>3</td>
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</table>

### Analytical & Quantitative Thought (A)

<table>
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<tr>
<th>Code</th>
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<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>STAT 2013</td>
<td>Elementary Statistics (A)</td>
<td>3</td>
</tr>
<tr>
<td>or STAT 2053</td>
<td>Elementary Statistics for the Social Sciences (A)</td>
<td></td>
</tr>
</tbody>
</table>

### Humanities (H)

**Courses designated (H):** 6  
**Natural Sciences (N):** 6  
**Must include one Laboratory Science (L) course:**  
**Courses designated (N):** 6  
**Social & Behavioral Sciences (S):** 6

<table>
<thead>
<tr>
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<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<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>
</tbody>
</table>

### Additional General Education

**Courses designated (A), (H), (N), or (S):** 4

**Hours Subtotal: 40

### 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

**Hours Subtotal: 13

### 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  
**0-6 hours**

### Upper-Division General Education

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

**Hours Subtotal: 13

### 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**  
**MC 2003** | Mass Media Style and Structure | 3  
**MC 2023** | Electronic Communication | 3  
**SC 2183** | Introduction to Strategic Communications | 3

### Upper-division Professional Sequence

Proiciency Review required  
**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 (3 must be upper-division)  
**Hours Subtotal: 13

### Additional Requirements

Select 6 hours of upper-division MKTG  
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, PHIIL, PHYS, POLS, PSYC, REL, RUSS, SOC, SPAN, SPCH, STAT, TH) or Business or Gen Ed  
**Hours Subtotal: 9

### Electives

Select 13 hours  
May need to include 6 hours of a foreign language See note 3  
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: 13

**Total Hours: 54

### Notes:

- See note 2.a.
- See note 2.b.
- See note 3
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.
- 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/shared/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
- 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, BIOC, BIOL, CHEM, CS (except CS 4883 Social Issues in Computing), GEOG, MATH, MICR, PBI0, 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 (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.

3. Foreign Language Proficiency
- a. The foreign language requirement for the B.A. may be satisfied by meeting the foreign language competency 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 completing 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. 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 2026.

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.

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<tr>
<th>Course</th>
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<th>Hours</th>
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<td>ENGL 1113</td>
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<tr>
<td>MATH 1483</td>
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<td>ENGL 1213</td>
<td>Composition II</td>
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<td>STAT 2013</td>
<td>Elementary Statistics (A) or Elements: Statistical for the Social Sciences (A) or Elements: Statistical for Business and Economies (A)</td>
<td>3</td>
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<tr>
<td>or STAT 2053</td>
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<tr>
<td>or STAT 2023</td>
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<td>General Education courses</td>
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<td>Spring</td>
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<td>MC 2003</td>
<td>Mass Media Style and Structure</td>
<td>3</td>
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<tr>
<td>MC 2023</td>
<td>Electronic Communication</td>
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</tr>
<tr>
<td>SC 2183</td>
<td>Introduction to Strategic Communications</td>
<td>3</td>
</tr>
</tbody>
</table>

College and Elective courses | Hours | 6

Junior
Fall
SC 3383 | Strategic Communication Management and Strategies | 3
SC 3753 | Graphic Design for Strategic Communication | 3
SC 4013 | Advertising Media and Markets | 3
Major, College, and Elective courses | Hours | 6
Spring
SC 3353 | Persuasive Writing for Strategic Communicators | 3
SC 3953 | Research Methods for Strategic Communicators | 3
Major, College, and Elective courses | Hours | 9
Senior
Fall
SC 3603 or SC 4493 | Copywriting and Creative Strategy or Advanced Public Relations Writing | 3
MC 4163 | Mass Communication Law | 3
Major, College, and Elective courses | Hours | 9
Spring
MC 4143 | Ethics and Issues in Mass Communications | 3
SC 4843 | Strategic Communication Campaigns | 3
Major, College, and Elective courses | Hours | 9
Total Hours | 120

1 Speak with academic advisor about saving General Education electives and Humanities (H) for Upper-division courses with International (I) and Diversity (D) dimensions.