STRATEGIC COMMUNICATION: ENTERTAINMENT MEDIA, 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

General Education Regulation 3.5 (http://catalog.okstate.edu/ university-academic Regulations/#english-composition)See Academic Regulation 3.5 (http://catalog.okstate.edu/ university-academic-regulations/#english-composition)3ENGL 1113Composition I3or ENGL 1313Critical Analysis and Writing I3or ENGL 1213Composition II3or ENGL 323Technical Writing3or ENGL 323Technical Writing3 <i>American History & Government</i> 13HIST 1103Survey of American History3or HIST 1483American History Since 1865 (DH)3POLS 1113American Government3Analytical & QuantitativThought (A)3or STAT 2023Elementary Statistics (A)3or STAT 2023Elementary Statistics for Business and Economics (A)3or STAT 2053Elementary Statistics for the Social Sciences (A)4Humanities (H)65Courses designated (\\)6Social & Behavioral Sciences (S)3Or CON 2103Introduction to Microeconomics (S)3Or L113Media in a Diverse Society (DS)3SPCH 2713Introduction to Speech Communication (S)3Additional General Education4Courses designated () (H) (N), or (S)4Hours SubtotalIntroduction to Speech Communication (S)3Additional General Education4Hours SubtotalIntroduction to Speech Communication (S)4Hou	Code	Title	Hours
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Arts & Humanities		9	
See note 2.a.			
Natural & Mathematic	al Sciences	3	
See note 2.b.			
Foreign Language		9	
See note 3.			
Upper-Division Genera	l Education		
Select 6 hours outsid	le major department. See note 2.c.		
Hours Subtotal		22	
Major Requirements			
Minimum 2.50 GPA. I SPM prefix courses.	Minimum grade of "C" in all MC-MMJ-SC-		
Lower-division Profess	sional Sequence		
2.75 GPA and declare	ed 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 Profess	sional Sequence		
Proficiency Review re	equired 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	
Entertainment Media			
SC 3043	Entertainment in the Media	3	
SC 3443	Social Media	3	
SC 4443	Entertainment Media Writing	3	
SC 4743	Entertainment Media Campaigns	3	
Select 3 hrs of Upper	-division MC, MMJ, SC or SPM	3	
Additional Requirement	nts		
Select 9 hours from:		9	
AMST 3223	Theories and Methods of American Studies		
AMST 3473	Race, Gender, and Ethnicity in American Film (D)		
AMST 3503	Television and American Society (DH)		
AMST 3513	Film And American Society (H)		
AMST 3683	Introduction to Digital Humanities		
ENGL 3503	Television and American Society (DH)		
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 us	se additional courses in MC-MMJ-SC-SPM.		
MATH 1483 or MATH	11513 required for students who do not		
place directly into ST	AT.		

Hours Subtotal	4
Total Hours	120

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

- 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 54hour 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.

- 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; onefourth 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.

3. Foreign Language Proficiency