# Strategic Communication: Entertainment Media, BS

## 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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</thead>
<tbody>
<tr>
<td><strong>General Education Requirements</strong></td>
<td></td>
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<tr>
<td>English Composition</td>
<td></td>
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<tr>
<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>
<td>ENGL 1113 or ENGL 1313</td>
<td>Composition I</td>
<td>3</td>
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<tr>
<td>ENGL 1213 or ENGL 1413 or ENGL 3323</td>
<td>Composition II</td>
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<tr>
<td><strong>American History &amp; Government</strong></td>
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<tr>
<td>HIST 1103 or HIST 1483 or HIST 1493</td>
<td>Survey of American History</td>
<td>3</td>
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<tr>
<td>POLS 1113</td>
<td>American Government</td>
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<tr>
<td><strong>Analytical &amp; Quantitative Thought (A)</strong></td>
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<tr>
<td>STAT 2013 or STAT 2023</td>
<td>Elementary Statistics (A)</td>
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<tr>
<td>STAT 2053</td>
<td>Elementary Statistics for Business and Economics (A)</td>
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<tr>
<td><strong>Humanities (H)</strong></td>
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<tr>
<td>Courses designated (H)</td>
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<td>6</td>
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<tr>
<td>Natural Sciences (N)</td>
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<tr>
<td>Must include one Laboratory Science (L) course</td>
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<td>Courses designated (N)</td>
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<tr>
<td>Social &amp; Behavioral Sciences (S)</td>
<td></td>
<td></td>
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<tr>
<td>ECON 1113 or ECON 2103</td>
<td>The Economics of Social Issues (S)</td>
<td>3</td>
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<tr>
<td>MC 1143</td>
<td>Media in a Diverse Society (DS)</td>
<td>3</td>
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<tr>
<td>SPCH 2713</td>
<td>Introduction to Speech Communication (S)</td>
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<tr>
<td><strong>Additional General Education</strong></td>
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<tr>
<td>Courses designated (A), (H), (N), or (S)</td>
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<tr>
<td><strong>Hours Subtotal</strong></td>
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<tr>
<td><strong>Diversity (D) &amp; International Dimension (I)</strong></td>
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<tr>
<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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<tr>
<td><strong>College/Departmental Requirements</strong></td>
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<tr>
<td>First Year Seminar (Transfer students with 15 hours exempt)</td>
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<td>1</td>
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### Arts & Humanities
- See note 2.a.

### Natural & Mathematical Sciences
- See note 2.b.

### Foreign Language
- 0-6 hours. See note 3.a.

### 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 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:
  - 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 4013 Advertising Media and Markets 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
- MMJ 3153 Fundamentals of Video and Studio Production 3
- MMJ 4960 Live Field Production or MMJ 4573 Broadcast Documentary 3
- SC 4743 Entertainment Media Campaigns 3

### Additional Requirements
- Select 9 hours from:
  - AMST 3223 Theories and Methods of American Studies
  - 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 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.
- 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.
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.

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/](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), GEOL, MATH, MICR, PBIOL, 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).

   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.

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
Freshman
Fall
ENGL 1113  Composition I  3

MATH 1483  Mathematical Functions and Their Uses (A)  3  or MATH 1513  College Algebra (A)  3

General Education courses  9

Fall
ENGL 1213  Composition II  3

STAT 2013  Elementary Statistics (A)  3  or STAT 2053  or STAT 2023

General Education courses  9

Spring
ENGL 1213  Composition II  3

STAT 2013  Elementary Statistics (A)  3  or STAT 2053  or STAT 2023

General Education courses  9

Sophomore
Fall
General Education courses  15

Spring
College and Elective courses  15

Junior
Fall
SC 2183  Introduction to Strategic Communications  3

MC 2003  Mass Media Style and Structure  3
MC 2023  Electronic Communication  3
SC 3043  Entertainment in the Media (F)  3

Major, College, and Elective courses  3

Spring
MMJ 3153  Fundamentals of Video and Studio Production  3
SC 3353  Persuasive Writing for Strategic Communication  3
SC 3753  Graphic Design for Strategic Communication  3
SC 3443  Social Media (Sp)  3

Major, College, and Elective courses  3

Senior
Fall
SC 4013  Advertising Media and Markets  3
MMJ 4960  Live Field Production or Broadcast Documentary  3
or MMJ 4573

MC 4163  Mass Communication Law  3

Major, College, and Elective courses  6

Spring
SC 4743  Entertainment Media Campaigns (Sp)  3
MC 4143  Ethics and Issues in Mass Communications  3

Major, College, and Elective courses  9

Total Hours  120