**BRAND COMMUNICATION, GCRT**

Requirements for Students Matriculating in or before Academic Year 2019-2020. Learn more about Graduate College Academic Regulation 7.0 (http://catalog.okstate.edu/graduate-college).

**Total Hours:** 15 Hours

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>MC 5733</td>
<td>Responsibility in Mass Communication</td>
<td>3</td>
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<tr>
<td>MC 5283</td>
<td>Citizen Branding</td>
<td>3</td>
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<td><strong>Hours Subtotal</strong></td>
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<td><strong>6</strong></td>
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**Electives**

Select 9 hours from the following:

- MC 5253  International Mass Communication
- MC 5323  Nation Branding
- MC 5613  Storytellers Studio
- MC 5163  Mass Communication Law
- MC 5933  Theories of Persuasion
- MC 5383  Media Relations
- MC 5753  Media And Elections
- MC 5520  Specialized Strategic Communications Applications
- MC 5953  Strategic Health Communications Campaigns
- MC 5020  Advanced Practicum or Internship in Mass Communication
- MC 5113  Methods of Research in Mass Communication
- MKTG 5133  Marketing Management

**Hours Subtotal**  9

**Total Hours**  15