STRATEGIC COMMUNICATION: ADVERTISING AND PUBLIC RELATIONS, 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 Requirements English Composition See Academic Regulation 3.5 (http://catalog.okstate.edu/ university-academic-regulations/#english-composition) ENGL 1113 Composition I 3 or ENGL 1213 Composition II 3 or ENGL 1213 Composition II 3 or ENGL 1413 Critical Analysis and Writing II or ENGL 323 Technical Writing American History & Government HIST 1103 Survey of American History 3 or HIST 1483 American History to 1865 (H) or HIST 1493 American History Since 1865 (DH) POLS 1113 American Government 3 Analytical & Quantitative Thought (A) STAT 2013 Elementary Statistics (A) 3 or STAT 2023 Elementary Statistics for Business and Economics (A) or STAT 2053 Elementary Statistics for the Social Sciences (A) Humanities (H) Courses designated (H) 6 Natural Sciences (N) Must include one Laboratory Science (L) course Courses designated (N) 6 Social & Behavioral Sciences (S) ECON 1113 The Economics of Social Issues (S) 3 or ECON 2103 Introduction to Microeconomics (S) MC 1143 Media in a Diverse Society (DS) 3 SPCH 2713 Introduction to Speech Communication (S) 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 International Dimension (I) course College/Departmental Requirements First Year Seminar 7	Code	Title	Hours
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Courses designated (N) 6 Social & Behavioral Sciences (S) ECON 1113 The Economics of Social Issues (S) 3 or ECON 2103 Introduction to Microeconomics (S) MC 1143 Media in a Diverse Society (DS) 3 SPCH 2713 Introduction to Speech Communication (S) 3 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 College/Departmental Requirements	Natural Sciences (N)		
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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 College/Departmental Requirements	Courses designated	(A), (H), (N), or (S)	4
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 College/Departmental Requirements	Hours Subtotal		40
Select at least one Diversity (D) course Select at least one International Dimension (I) course College/Departmental Requirements	Diversity (D) & Inter	national Dimension (I)	
Select at least one International Dimension (I) course College/Departmental Requirements	May be completed i	n any part of the degree plan	
College/Departmental Requirements	Select at least one I	Diversity (D) course	
	Select at least one I	nternational Dimension (I) course	
First Year Seminar 1		tal Requirements	
	First Year Seminar		1

(Transfer students)	with 15 hours exempt)		
Arts & Humanities	with 13 hours exempt)	9	
See note 2.a.		, ,	
Natural & Mathemat	ical Sciences	3	
See note 2.b.			
Foreign Language		9	
See note 3.a.			
Upper-Division Gene	ral Education		
Select 6 hours outs	ide major department. See note 2.c.		
Hours Subtotal	•	22	
Major Requirement	s		
Minimum 2.50 GPA SPM prefix courses	. Minimum grade of "C" in all MC-MMJ-SC-		
Lower-division Profe	ssional Sequence		
2.75 GPA and decla	red 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 Profe	ssional Sequence		
Proficiency Review	required to take courses below:		
MC 4143	Ethics and Issues in Mass	3	
	Communications		
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 M	C, MMJ, SC or SPM	6	
Advertising & Public	Relations		
SC 3383	Strategic Communications Management and Strategies	3	
SC 4013	Media and Markets	3	
SC 4493	Strategic Writing for Content Creation	3	
SC 4843	Strategic Communication Campaigns	3	
or SC 4980	Advertising Competitions		
Select 3 upper-divis	ion hours of MC, MMJ, SC or SPM	3	
Additional Requirem	ents		
Select 6 hours of up	pper-division MKTG	6	
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, PHIL, PHYS, POLS, PSYC, REL, RUSS, SOC, SPAN, SPCH, STAT, TH) or Business or General Education.			
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	use additional courses in MC-MMJ-SC-SPM.		
MATH 1483 or MATH 1513 required for students who do not place directly into STAT.			

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,

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.

and a passing score on the Language Proficiency Exam.

- 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.

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

3. Foreign Language Proficiency

enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Fail ENCL 1113 Composition I MATH 1483 Mathematical Functions and Their Uses (A) 3 or MATH 1513 or College Algebra (A) General Education courses 8 Hours 14 Formal Hours 14 STAT 2013 Composition II STAT 2013 Elementary Statistics (A) 3 or STAT 2023 or Elementary Statistics for the Social Sciences (A) 3 or STAT 2023 or Elementary Statistics for Business and Economics (A) General Education courses 10 Hours 15 Sophomore 7 Fail 11 SC 2183 Introduction to Strategic Communications 3 MC 2003 Mass Media Style and Structure 3 MC 2003 Mass Media Style and Structure 15 Spring 15 WC 2023 Electronic Communication 15 Spring 15 Hours 15 Junior 7 Fail 15 SC 3353 Persuasive Writing for Strategic Communication 3 MKTG 3213 Marketing (S) 3 Major, College, and Elective courses 10 Major, College, and Elective courses 10 Source 15 Foring 15 Spring 1	Course Freshman	Title	Hours
MATH 1483			
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