

# STRATEGIC COMMUNICATION: SPORT COMMUNICATION, BA

**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**

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
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> )		
ENGL 1113	Composition I	3
or ENGL 1313	Critical Analysis and Writing I	
ENGL 1213	Composition II	3
or ENGL 1413	Critical Analysis and Writing II	
or ENGL 3323	Technical Writing	
<i>American History &amp; Government</i>		
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
<i>Analytical &amp; Quantitative Thought (A)</i>		
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
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N)		6
<i>Social &amp; Behavioral Sciences (S)</i>		
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
<i>Additional General Education</i>		
Courses designated (A), (H), (N), or (S)		4
<b>Hours Subtotal</b>		<b>40</b>
<b>Diversity (D) &amp; International Dimension (I)</b>		
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		
<b>College/Departmental Requirements</b>		
<i>First Year Seminar</i>		
(Transfer students with 15 hours exempt)		1
<i>Arts &amp; Humanities</i>		
See note 2.a.		9

<i>Natural &amp; Mathematical Sciences</i>		
See note 2.b.		3
<i>Foreign Language</i>		
See note 3.a.		9
<i>Upper-Division General Education</i>		
Select 6 hours outside major department. See note 2.c.		
<b>Hours Subtotal</b>		<b>22</b>
<b>Major Requirements</b>		
Minimum 2.50 GPA. Minimum grade of "C" in all MC-MMJ-SC-SPM prefix courses.		
<i>Lower-division Professional Sequence</i>		
2.75 GPA and declared major in SC 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
<i>Upper-division Professional Sequence</i>		
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 3953	Research Methods for Strategic Communicators	3
Select 6 hours of MC, MMJ, SC or SPM		6
<i>Sport Communication</i>		
SC 4493	Strategic Writing for Content Creation	3
SC 4843	Strategic Communication Campaigns	3
SPM 3783	Strategic Sport Communication	3
SPM 3843	Contemporary Sport Consumption	3
SPM 4833	Sports Information Systems	3
MKTG 3213	Marketing (S)	3
MKTG 3713	Sports Marketing	3
Select 3 hours from the following:		3
AMST 3723	Cultural History of American Sports (DH)	
ECON 3723	The Economics of Sport	
GEOG 4213	Sport, Place and Society (S)	
MGMT 3943	Sports Management	
MGMT 3963	Social Issues in Sports Management	
MGMT 4943	International Sports Management (I)	
POLS 3973	Race, Politics and Sports (D)	
SOC 3153	Sociology of Sport (S)	
<b>Hours Subtotal</b>		<b>54</b>
<b>Electives</b>		
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 in STAT.		

Hours Subtotal	4
Total Hours	120

## Strategic Communications Requirements

- 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.

## 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 2029.