

BRAND COMMUNICATION, GCRT

Requirements for Students Matriculating in or before Academic Year 2025-2026. Learn more about Graduate College Academic Regulation 7.0 (<https://catalog.okstate.edu/graduate-college/#70>).

Total Hours: 15

Code	Title	Hours
Required Courses		
MC 5733	Responsibility in Mass Communication	3
MC 5283	Citizen Branding	3
Hours Subtotal		6
Electives		
Select 9 hours from the following:		9
MC 5253	International Mass Communication	
MC 5323	Nation Branding	
MC 5603	Integrated Marketing Communication	
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

Graduate College Certificate Requirements

Learn more about Graduate College 2025-2026 Graduate Certificate Program Requirements (<https://catalog.okstate.edu/graduate-college/>). Check the General Graduate College academic regulations for minimal GPA, language proficiency and other general requirements.