

STRATEGIC COMMUNICATION: ADVERTISING AND PUBLIC RELATIONS, BS

Degree Requirements

Requirements for Students Matriculating in or before Academic Year 2026-2027. Learn more about University Academic Regulation 3.1 (<https://catalog.okstate.edu/university-academic-regulations/#matriculation>).

Minimum Overall Grade Point Average: 2.00

Total Hours: 120

Code	Title	Hours
General Education Requirements		
<i>English Composition</i>		
See Academic Regulation 3.5 (https://catalog.okstate.edu/university-academic-regulations/#english-composition)		
ENGL 1113 or ENGL 1313	Composition I Critical Analysis and Writing I	3
ENGL 1213 or ENGL 1413 or ENGL 3323	Composition II Critical Analysis and Writing II Technical Writing	3
<i>American History & Government</i>		
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History American History to 1865 (H) American History Since 1865 (DH)	3
POLS 1113	American Government	3
<i>Quantitative Thought & Logical Reasoning (Q)</i>		
STAT 2013 or STAT 2023 or STAT 2053	Elementary Statistics (Q) Elementary Statistics for Business and Economics (Q) Elementary Statistics for the Social Sciences (Q)	3
<i>Understanding Humanities-Human Heritage & Cultures (H)</i>		
Courses designated (H)		6
<i>Reasoning in the Natural Sciences (N)</i>		
Must include one Laboratory-Based Inquiry (L) course		
Courses designated (N)		6
<i>Exploring Society & Human Behavior (S)</i>		
SPCH 2713	Introduction to Speech Communication (S)	3
Courses designated (S)		3
<i>Diversity (D)</i>		
MC 1143	Media in a Diverse Society (DS)	3
<i>Global Cultural Competency (G)</i>		
Courses designated (G)		3
<i>Additional General Education</i>		
Additional general education credit hours (at least 1 hour) are required to meet the total 40-hour minimum. If courses carry more than one general education designation and can be used to meet multiple minimum general education designation hours above, more than 1 hour of additional general education will be required here to meet the 40-hour minimum.		

Courses designated (Q), (H), (N), (S), (D), (G), or (F).		1
Hours Subtotal		40
College/Departmental Requirements		
UNIV 1111	First Year Seminar (or other approved first year seminar course)	1
<i>Arts & Humanities</i>		
See note 2.a.		3
<i>Natural & Mathematical Sciences</i>		
See note 2.b.		9
<i>Foreign Language</i>		
0-6 hours. See note 3.		
<i>Upper-Division General Education</i>		
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.		
<i>Lower-division Professional Sequence</i>		
2.75 GPA, 24 earned credit hours and declared SC major required to take the following classes:		
MC 2003	Mass Media Style and Structure	3
MC 2023 or SC 2083	Digital Media Essentials Digital Communication for Strategic Communication	3
SC 2183	Introduction to Strategic Communications	3
<i>Upper-division Professional Sequence</i>		
Proficiency Review required to take courses below:		
SC 3353	Persuasive Writing for Strategic Communicators	3
SC 3753	Graphic Design for Strategic Communication	3
SC 3953	Research Methods for Strategic Communicators	3
SC 4493	Strategic Writing for Content Creation	3
SC 4843 or SC 4980	Strategic Communication Campaigns Advertising Competitions	3
MC 4143	Ethics and Issues in Mass Communications	3
MC 4163	Mass Communication Law	3
<i>Advertising & Public Relations</i>		
SC 3383	Strategic Communications Management and Strategies	3
SC 3603	Creative Strategies	3
SC 4013	Media and Markets	3
Select 6 hours from the following:		6
SC 3050	Topics in Global Communication	
SC 3443	Social Media Playbook	
SC 3463	Event Planning and Communication	
SC 3483	Nonprofit Communications	
SC 3600	Strategic Communications Internship	
SC 3693	Social Media Analytics	
SC 3783	Strategic Sport Communication	
SPM 3843	Contemporary Sports Issues	

SC 4053	Study Abroad: Strategic Messaging	
SC 4063	Creative Video for Digital Strategy	
SC 4603	Integrated Marketing Communication	
SC 4653	Influencers, Promotions and Placements	
SC 4940	Communication Competitions	
MC 4043	Media Study Abroad (G)	
Select 6 additional hours of MC, MMJ, SC or SPM		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		3
Hours Subtotal		54
Electives		
Select 13 hours - One hour may need to be upper-division.		13
May need to include 6 hours of a foreign language. See note 3.		
May need to include 6 hours upper-division general education or College of Arts and Sciences courses outside major department. See note 2.c.		
MATH 1483 or MATH 1513 required for students who do not place directly into STAT.		
Hours Subtotal		13
Total Hours		120

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.

No more than 6 hours in MC-MMJ-SC-SPM transferred from other institutions can be used toward major requirements. Additional hours in MC-MMJ-SC-SPM transferred from other institutions may be applied to other degree requirements as appropriate.

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.

College of Arts and Sciences Requirements

1. **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 54-hour 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 (Q), PHIL 3003 Symbolic Logic (Q) 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 (Q) 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 (<https://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.
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.** 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; 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 2032.