

Program:	Strategic Communications	Dept:	Mass Communication
Major:	Strategic Communications - Organizational Communication	College:	Liberal Arts
Degree:	Bachelor of Arts (B.A.)	Major Code:	5341

University Core (Total Listed 42-44)

Specific courses within the University Core are listed on pages 96-97.

• Courses from the major may apply to the areas marked in the University Core.

Written and Oral Communication 9

Quantitative Reasoning/Scientific Method 10-11

Math 3

Life Science 4

Physical Science 3-4

Critical Inquiry and Aesthetic Analysis 6

Aesthetic Analysis 3

Critical Inquiry 3

American Historical and Political Analysis 6

American National Government 3

American History 3

Cultural and Language Analysis 3-4

Second Language 4

OR

Cultural Analysis 3

Social and Behavioral Analysis 3

Life Skills 5

Required Health Course 2

Elective Life Skills 3

**Minimum
Required Hours**

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Required Hours**

Major Requirements

**Strategic Communications - Organizational
Communication 48-56**

Required Courses 42

- MCOM 1173 Strategic Communications Writing
- MCOM 2063 Introduction to Brand Communications/Advertising
- MCOM 2153 Introduction to Organizational Communication
- MCOM 2193 Principles of Public Relations
- MCOM 3093 Presentation Techniques
- MCOM 3103 Strategic Communications Case Studies
- MCOM 3333 Specialized Publications
- MCOM 3493 Media Research
- MCOM 3633 Conflict and Negotiation in Organizations
- MCOM 3893 Strategic Communications Planning
- MCOM 4013 Corporate Training and Consulting
- MCOM 4113 Organizational Communication Capstone
- MCOM 4403 Interviewing Practices
- MCOM 4533 Health Communication and Promotion

Elective Courses 6

Select from the following:

- MCOM 2033 Media Production
- MCOM 2623 Communication Theory
- MCOM 3053 Persuasion and Social Influence
- MCOM 3163 Public Information Methods
- MCOM 3173 Women's Rhetoric
- MCOM 3393 Leading Groups and Building Teams in Organizations
- MCOM 3423 Communication and Gender
- MCOM 3523 Leadership Communication
- MCOM 3563 Organizational Innovation
- MCOM 3643 Communication in the Professions
- Any MCOM Course

Frequently, students attempt to take upper division courses in other Mass Communication majors, but lack the prerequisite gateway course. The following are "gateway" courses which may be taken as electives:

- MCOM 1123 Basic Photography
- MCOM 2033 Media Production
- MCOM 2053 Introduction to Human Communication
- MCOM 2073 Introduction to Media Studies

Modern Language Requirement 0-8

All students completing a B.A. in Strategic Communications - Organizational Communication shall complete the first two semesters of a second language. Students may alternatively fulfill the language requirement by proof of academic work in the second language (CLEP test through LANG 1224), four years of high school language courses, or transfer work from another institution.

Electives to bring total to 124

Minimum Grade Requirements

1. Average in all college course work and course work at UCO. 2.00
2. Average in major courses 2.50

For other regulations pertaining to graduation, see pages 67-68 of the 2017-2018 catalog.