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

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

Minimum Required Hours

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 68-69 of the 2018-2019 catalog.