Program: Strategic Communications
Major: Strategic Communications - Strategic Communications
Degree: Bachelor of Arts (B.A.)

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University Core (Total Listed 42-44)

Specific courses within the University Core are listed on pages 95-96.
- 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

Major Requirements

Strategic Communications - Strategic Communications ......................... 51-59

Required Courses ......................................................................... 42
- MCOM 1173 Strategic Communications Writing
- MCOM 2033 Media Production
- MCOM 2063 Introduction to Brand Communications/Advertising
- MCOM 2153 Introduction to Organizational Communication
- MCOM 2193 Principles of Public Relations
- MCOM 3103 Strategic Communications Case Studies
- MCOM 3163 Public Information Methods
- MCOM 3333 Specialized Publications
- MCOM 3493 Media Research
- MCOM 3653 Digital and Social Communications
- MCOM 3893 Strategic Communications Planning
- MCOM 4423 Media Ethics
- MCOM 4563 Media Law
- MCOM 4883 Strategic Communications Campaigns

Elective Courses ............................................................................. 9
Select from the following:
- MCOM 3093 Presentation Techniques
- MCOM 3283 Advertising Design
- MCOM 3313 History of Journalism
- MCOM 3393 Leading Groups and Building Teams in Organizations
- MCOM 3443 Media Mix Analysis
- MCOM 3553 Crisis Principles & Cases
- MCOM 3563 Organizational Innovation
- MCOM 3633 Conflict and Negotiation in Organizations
- MCOM 3853 Crisis Communications Writing
- MCOM 4013 Corporate Training and Consulting
- MCOM 4053 Crisis & Media Relations
- MCOM 4063 Feature Writing
- MCOM 4113 Organizational Communication Capstone
- MCOM 4353 Crisis Planning & Campaigns
- MCOM 4403 Interviewing and Career Management Strategies
- MCOM 4433 Victims and the Media

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 66-67 of the 2019-2020 catalog.