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

Department: Mass Communication
College: Liberal Arts
Major Code: 5340

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

Minimum
Required Hours

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 - 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 3443 Media Mix Analysis
MCOM 3493 Media Research
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 2213 News Reporting
MCOM 3093 Presentation Techniques
MCOM 3283 Advertising Design
MCOM 3313 History of Journalism
MCOM 3393 Leading Groups and Building Teams in Organizations
MCOM 3553 Crisis Principles & Cases
MCOM 3563 Organizational Innovation
MCOM 3653 Digital and Social Communications
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 Practices

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.