

Program:	Strategic Communications	Dept:	Mass Communication
Major:	Strategic Communications - Strategic Communications	College:	Liberal Arts
Degree:	Bachelor of Arts (B.A.)	Major Code:	5340

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

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**

**Minimum
Required Hours**

Major Requirements

Strategic Communications - Strategic Communications51-59

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

- MCOM 4533 Health Communication and Promotion
- MCOM 4950 Internship in Mass Communication (1-4 hours)
- 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 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 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 66-67 of the 2019-2020 catalog.