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

University of Central Oklahoma Undergraduate Catalog 2020-2021

University Core (Total Listed 42-44)

For a full list of courses see University Core.
• 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

Elective Courses .......................................................................... 6
Select from the following:
  MCOM 2623 Communication Theory
  MCOM 3053 Persuasion and Social Influence
  MCOM 3103 Strategic Communications Case Studies
  MCOM 3163 Public Information Methods
  MCOM 3173 Women’s Rhetoric
  MCOM 3423 Communication and Gender
  MCOM 3523 Leadership Communication
  MCOM 3563 Organizational Innovation
  MCOM 3643 Communication in the Professions
  MCOM 3893 Strategic Communications Planning
  MCOM 4433 Victims and the Media
  MCOM 4533 Health Communication and Promotion
  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 - 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 Academic Degree Requirements.