



Strategic Communication

Major requirements: *54 hours*

Level 1

MC 2003
Style & Structure
MC 2023
Electronic Communication
SC 2183
Introduction to SC

Required courses in order to advance

Level 2

SC 3353
Persuasive Writing
SC 3753
Graphic Design for SC

Level 3

SC 3603
Copywriting & Creative Strategy
or
SC 4493
Advanced PR Writing

Level 4

SC 4834
SC Campaigns

SC 3383
SC Management & Strategies
SC 3953
Research Methods for SC
SC 4013
Advertising Media & Markets

MC 4143
Ethics & Issues in Mass Communications
MC 4163
Mass Communication Law
3 SMSC Elective Courses

MC 1143
Media in a Diverse Society
2 Marketing Courses
Upper-Division TLA/BUS/GE Course

Courses can be taken at any time

A 2.75 graduation retention GPA and at least 28 hours completed required to initially declare major. Passing the proficiency review is required for upper-division major requirements. This includes a 2.75 graduation retention GPA, and at least 12 OSU hours earned, and a 2.75 OSU GPA and a passing score on the Language Proficiency Exam in MC 2003.