

Transfer Agreement

Oklahoma City Community College: AA – Public Relations-Journalism and Broadcasting/Public Relations
 And
 University of Central Oklahoma: BA – Strategic Communications-Strategic Communications

To comply with this agreement, students must complete the associate degree with the major listed above and include the specific courses listed below.

| OCCC | UCO |
|--|---|
| An Associate in Science (AS) or Associate in Art (AA) degree from an accredited Oklahoma institution that includes the OSRHE minimum requirements will satisfy the UCO University Core. | <ul style="list-style-type: none"> Written and Oral Communication Quantitative Reasoning/Scientific Method with Lab Critical Inquiry and Aesthetic Analysis |
| See the program requirements for the associate degree on the OCCC website. Credited courses completed as part of the A.A. or A.S. that do not apply to the general education at OCCC or the UCO major transfer to UCO as electives. | <ul style="list-style-type: none"> American Historical and Political Analysis Cultural and Language Analysis Social and Behavioral Analysis Life Skills |
| Hours required for the AS or AA degree/major at OCCC60-64 | Remaining hours in UCO University Core.....0 |

| Required in OCCC Major | UCO Major Requirement Met |
|--|--|
| JB 2413 Principles of Public Relations | MCOM 2193 Principles of Public Relations |

Total at Oklahoma City Community College.....60-64

To be taken at the University of Central Oklahoma.....60-64

(May be taken at OCCC.) This signifies that a UCO course requirement can be met with the equivalent OCCC course (found on the UCO website). To take these courses at OCCC, students should confirm with their advisors that the course/s will fit into the associate degree without exceeding the requirements. A minimum of 60 hours must be taken at a baccalaureate granting institution. Exceeding 64 credit hours at the community college means the student will be required to take more than the minimum of 124 credit hour total. A minimum of 40 hours of 3/4000 level courses is required for the baccalaureate. Courses from community colleges are 1/2000 level.

UCO 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 (May be taken at OCCC) | |
| 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 (**May be taken at OCCC**)
- 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

| Minimum Grade Requirements | |
|--|------|
| 1. Average in all college course work and course work at UCO.... | 2.00 |
| 2. Average in major courses..... | 2.50 |

Total hours remaining at UCO in this major and support courses51-59

Minimum Hours required (**Minimum of 60 hours from UCO**) 124