

**REQUIREMENTS FOR THE GRADUATE CERTIFICATE**  
**GAYLORD COLLEGE OF JOURNALISM AND MASS COMMUNICATION**  
**THE UNIVERSITY OF OKLAHOMA**

Academic Year	General Requirements	Program
For Students Entering the Oklahoma State System for Higher Education Summer 2025 through Spring 2026	Minimum Total Hours ..... 12	Strategic Planning G106 Graduate Certificate

**Minimum Total Hours: 12**

**Program Code: G106**

The Strategic Planning Graduate Certificate is an intensive educational opportunity for certificate participants to acquire a mastery of the discipline. A total of 12 hours is required for the certificate.

## Certificate Requirements

Code	Title	Credit Hours
JMC 5323	Advertising Account Planning	3
JMC 5093	Introduction to Research Methods in Mass Communication	3
Choose 3 hours from:		3
JMC 5063	Readings in Mass Communication	
JMC 5073	Conceptual Issues in Graduate Study in Journalism and Mass Comm	
JMC 5970	Seminar (Topic: Strategic Communication)	
Choose 3 hours from:		3
ANTH 5163	The Study of Material Culture	
ANTH 5213	Ethnographic Methods	
ANTH 5223	Foundations of Social Thought	
<b>Total Credit Hours</b>		<b>12</b>

A graduate *certificate* is not a graduate *degree*. A graduate degree represents a program of independent inquiry beyond the depth of coursework alone, while a graduate certificate represents a set of courses only.

- All courses must be taken at OU. No transfer credit will apply.
- No course substitutions are permitted for graduate certificates.
- Coursework applied to a graduate certificate cannot be more than five years old as of the semester the graduate certificate is awarded.
- Students must earn a grade point average of 3.00 or higher on all coursework applied to the graduate certificate.

More information in the catalog: (<http://ou-public.courseleaf.com/gaylord-journalism-mass-communication/strategic-planning-grad-cert/>).