

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

Academic Year
For Students Entering the Oklahoma State System for Higher Education Summer 2025 through Spring 2026

General Requirements
Minimum Total Hours 12

Program
Media Analytics
G082
Graduate Certificate

CERTIFICATE REQUIREMENTS

This program is an embedded certificate within the M.A. in Journalism and Mass Communication - Strategic Communication and Digital Strategy degree (33 credit hours). Students who are admitted to the MA program may choose this certificate option in their fourth semester. Students may only be admitted to one of the three graduate certificates embedded in the MA.

The capstone course, JMC 5923, is a campaign-based course to be **completed in the final semester with a grade of B or higher**.

Code	Title	Credit Hours
JMC 5093	Introduction to Research Methods in Mass Communication	3
JMC 5863	Marketing & Media Analytics	3
JMC 5883	Digital Behavior	3
JMC 5923	Digital Strategic Communication Campaign ¹	3
Total Credit Hours		12

¹ Students enrolled in this graduate certificate will take the JMC 5923 course section with the corresponding course title of Media Analytics.

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/media-analytics-graduate-certificate/>).