

REQUIREMENTS FOR THE BACHELOR OF SCIENCE/MASTER OF ARTS
GAYLORD COLLEGE OF JOURNALISM AND MASS COMMUNICATION
THE UNIVERSITY OF OKLAHOMA

Academic Year
For Students Entering the Oklahoma State System for Higher Education Summer 2026 through Spring 2027

General Requirements	
Minimum Total Credit Hours	143-144
Minimum Upper-Division Hours	48
Major Hours	48
Upper-Division Hours within Major	42-48
Minimum Retention/Graduation Grade Point Averages:	
Overall - Combined and OU	3.00
Major - Combined and OU	3.00
Last 60 hours	3.00

Program
Public Relations/Journalism and Mass Communication
A815/F610 Q563
Bachelor of Science/Master of Arts

OU encourages students to complete at least 29 hours of applicable coursework each year to have the opportunity to graduate in 5 years.

GENERAL EDUCATION AND COLLEGE REQUIREMENTS

Courses for fulfillment of General Education and College of Journalism requirements must be from the approved General Education course list. **Courses graded S/U or P/NP will not apply.**

MINIMUM OF 40 HOURS REQUIRED FOR UNIVERSITY-WIDE GENERAL EDUCATION

Code	Title	Credit Hours
Core Area I: Symbolic and Oral Communication		
<i>English Composition</i>		
ENGL 1113	Principles of English Composition	3
ENGL 1213	Principles of English Composition	3
or EXPO 1213	Expository Writing	
<i>Language</i>		
(0-10 hours, 2 courses in the same language) May be met by successful completion of 2 years of the same language in high school (additional language requirement – see below)		
	Beginning Course	0-5
	Beginning Course, continued	0-5
<i>Mathematics</i>		
	Choose one course	3
Core Area II: Natural Science		
	Choose two courses from different disciplines; one must include a laboratory	7
Core Area III: Social Science		
P SC 1113	American Federal Government	3
	Choose one course	3
Core Area IV: Arts and Humanities		
<i>Artistic Forms</i>		
	Choose one course	3
<i>Western Culture</i>		
HIST 1483	United States to 1865	3
or HIST 1493	United States, 1865 to the Present	
	Choose one course (excluding HIST 1483 and HIST 1493)	3
<i>World Culture</i>		
	Choose one course	3
Core Area V: First-Year Experience		
	Choose one course	3
Total Credit Hours		37-47

ADDITIONAL GAYLORD COLLEGE REQUIREMENTS

Code	Title	Credit Hours
Western Culture		
	Choose one upper-division course outside the major and in addition to University General Education Core IV	3
Language and Humanities		
	Choose one from:	0-3
	a language course at the intermediate level or demonstrated competency at that level	
	Upper-division (3000-4000) level Humanities course must be from Artistic Forms, Western Civilization & Culture, or World Culture	
Total Credit Hours		3-6

FREE ELECTIVES

Electives to bring total applicable hours to the minimum total required for the degree including 48 upper-division hours.

MAJOR REQUIREMENTS

A maximum of 50 hours of Journalism and Mass Communication may be counted in the 120 hours required for graduation. No student will be awarded a BS in Journalism degree without completing at least 70 semester credit hours outside the College.

A grade of C or better is required in all Journalism and Mass Communication courses.

Code	Title	Credit Hours
Required Courses		
JMC 1013	Introduction to Media	3
JMC 2033	Media Writing & Storytelling	3
JMC 3413	Public Relations Principles, Origins & Practice	3
JMC 3423	Public Relations Writing	3
JMC 3453	Public Relations & Society	3
JMC 4403	Public Relations Campaigns	3
JMC 4423	Contemporary Problems in Public Relations Capstone	3
JMC 4453	Public Relations Research	3
JMC 4813	Media Law	3
	Choose one of the following:	3
JMC 3643	Media Relations	
JMC 4393	Advanced PR Writing	
	Choose one of the following:	3
JMC 4413	Crisis Communication	
JMC 4493	Social Media Strategies	
	Choose one of the following:	3
JMC 3463	Consumer Culture and Behavior	
JMC 4483	Global and International Public Relations	
JMC 4853	Media as a Mirror on Society	
	Choose one of the following:	3
JMC 3433	Public Relations Design	
JMC 4933	Gaylord 360: Storytelling Without Walls	
Electives		
	Choose 9 hours (minimum) to 10 hours (maximum) of electives from approved list maintained by Gaylord College of JMC	9-10
Total Credit Hours		48-49

REQUIRED MINOR

All Gaylord College students pursuing a baccalaureate major are also required to complete an academic minor of their choice in accordance to JMC policies.

Code	Title	Credit Hours
	Choose a minor	15-21
Total Credit Hours		15-21

GRADUATE REQUIREMENTS ¹

THESIS OPTION

Code	Title	Credit Hours
Required Core		
JMC 5073	Conceptual Issues in Graduate Study in Journalism and Mass Comm	3
JMC 5093	Introduction to Research Methods in Mass Communication	3
JMC 5083	Mass Communication Theory	3
JMC 5113	Qualitative Research Methods	3
or JMC 5133	Quantitative Research Methods	
JMC 5091	Thesis/Project Seminar	1
Electives		
	Choose 9 hours of JMC Electives (6 hours shared) ¹	9
	Choose 6 hours of Non-JMC Electives (3 hours shared) ¹	6
Thesis		15-21

JMC 5980	Research for Master's Thesis	4
Total Credit Hours		32

¹ 9 hours shared credit.

PROJECT OPTION

Code	Title	Credit Hours
Required Courses		
JMC 5073	Conceptual Issues in Graduate Study in Journalism and Mass Comm	3
JMC 5093	Introduction to Research Methods in Mass Communication	3
JMC 5063	Readings in Mass Communication	3
Choose 3 credits in the following:		3
JMC 5001	Professional Practices	
JMC 5091	Thesis/Project Seminar	1
Electives		
Choose 10 hours of JMC Electives (6 hours shared) ¹		10
Choose 6 hours of Non-JMC Electives (3 hours shared) ¹		6
Project		
JMC 5880	Graduate Project	4
Total Credit Hours		33

¹ 9 hours shared credit.

More information in the catalog: (<http://ou-public.courseleaf.com/gaylord-journalism-mass-communication/public-relations-bachelor-science-journalism-mass-communication-master-arts/>).

INFORMATION CONCERNING GENERAL RULES, REGULATIONS AND MINIMUM REQUIREMENTS

Information regarding Total Hours; Hours by Examination, Correspondence Study and/or Extension; Repeat of Failed Coursework; and Requirements for Full Admission to the Gaylord College of Journalism and Mass Communication can be found in the catalog under Gaylord College of Journalism and Mass Communication: Undergraduate Study.

Attendance: Students who do not attend a JMC class or lab on the first day of classes may be dropped from the class or lab.

Transfer Work: Students may transfer in a maximum of 12 credit hours of journalism and mass communication coursework prior to full admission to the Gaylord College. Once fully admitted to the college, students may petition the faculty to have an additional three (3) credit hours from an outside ACEJMC institution applied to their University of Oklahoma degree. A maximum of fifteen (15) credit hours of JMC transfer coursework may be applied to a degree.

Individual Studies (e.g., courses titled "Independent Study"): A maximum of 12 total semester hours may be counted toward graduation.

Senior Institution Hours: A minimum of 60 semester hours applied toward graduation must be earned at senior (4-year) institutions.

Residency:

- A minimum of 30 semester hours acceptable toward graduation must be earned in residence at OU, including at least 15 of the last 30 hours applied toward the degree.
- At least 15 semester hours of upper-division major work must be completed in residence at OU.
- OU correspondence courses are not considered resident credit.
- Credits earned via examination are neither resident nor nonresident credit.

Application for Graduation: Students must apply for graduation during the term in which they complete their degree requirements in order to graduate in that term. Application forms are available in the Student Services Center, 2533 Gaylord Hall. The deadline for completion of all coursework to graduate in a particular term is the last day of classes in that term.

SUGGESTED SEMESTER PLAN OF STUDY

- **Apply for Admission to the Accelerated BS/MA program.** Student must be a current undergraduate student at Gaylord College, have a minimum GPA of 3.5 overall, and must have completed 60 credits to be eligible to apply. Student may only apply for the area of the program in which they currently major. For more information, please visit www.ou.edu/gaylord.
- **Student must have completed 97 credit hours to be admitted to the program.**
- **Students are eligible for graduate status upon graduation with the BS in Journalism.**
- This plan of study should not be used in lieu of academic advisement.

Year	FIRST SEMESTER	Hours	SECOND SEMESTER	Hours
FRESHMAN	ENGL 1113 Principles of English Composition (Core I)	3	ENGL 1213 or EXPO 1213 Principles of English Composition (Core I) or Expository Writing	3
	HIST 1483 or HIST 1493 United States to 1865 (Core IV) or United States, 1865 to the Present	3	JMC 2033 Media Writing & Storytelling	3
	JMC 1013 Introduction to Media	3	MATH (Core I)	3
	Beginning Language (Core I)	5	P SC 1113 American Federal Government (Core III)	3
	First-Year Experience (Core V)	3	Beginning Language continued (Core I)	5
	CREDIT HOURS	17	CREDIT HOURS	17
SOPHOMORE	JMC 3413 Public Relations Principles, Origins & Practice	3	JMC 3423 Public Relations Writing	3
	JMC Major Elective, upper division (3000-4000 level)	3	JMC 3453 Public Relations & Society	3
	Artistic Forms (Core IV)	3	JMC Public Relations Elective, upper-division (3000-4000-level)	3
	Natural Science with lab (Core II)	4	World Culture (Core IV)	3
	Choose one of the following:	3	Social Science (Core III)	3
	Intermediate Language			
	Upper-Division Humanities (Core IV) -Artistic Forms, Western Civilization & Culture, or World Culture			
Free Elective, lower- or upper-division				
	CREDIT HOURS	16	CREDIT HOURS	15
JUNIOR	JMC 4453 Public Relations Research	3	JMC 4403 Public Relations Campaigns	3
	JMC Public Relations Elective, upper-division (3000-4000-level)	3	JMC Public Relations Elective, upper-division (3000-4000-level)	3
	JMC Major Elective, upper division (3000-4000 level)	3	JMC Major Elective, upper-division (3000-4000-level)	3
	Natural Science without lab (Core II)	3	Upper-division Western Culture outside major (Gen. Ed.)	3
	Western Culture (Core IV)	3	Free Elective, upper-division (3000-4000-level)	3
	CREDIT HOURS	15	CREDIT HOURS	15
SENIOR	JMC 4813 Media Law	3	JMC 4423 Contemporary Problems in Public Relations Capstone	3
	Shared Graduate Credit +5000 (BA+MA degree credit)	3	JMC Public Relations Elective, upper division (3000-4000 level)	3
	Shared Graduate Credit +5000 (BA+MA degree credit)	3	Shared Graduate Credit +5000 (Non JMC Course) (BA+MA degree credit)	3
	Free Elective, lower- or upper-division	3	Free Elective, lower- or upper-division	3
	JMC 5073 Conceptual Issues in Graduate Study in Journalism and Mass Comm (MA degree credit)	3	JMC 5063 or JMC 5083 Readings in Mass Communication (MA degree credit) or Mass Communication Theory	3
Free Elective, lower- or upper-division	1	JMC 5091 Thesis/Project Seminar (MA degree credit)	1	
	CREDIT HOURS	16	CREDIT HOURS	16
FIFTH YEAR	Choose one of the following:	8-9	Choose one of the following:	7-9
	Thesis Project		Thesis Project	
	CREDIT HOURS	9-8	CREDIT HOURS	7-9
FIFTH YEAR	Thesis Option		Thesis Option	
	JMC 5093 Introduction to Research Methods in Mass Communication	3	JMC 5113 or JMC 5133 Qualitative Research Methods or Quantitative Research Methods	3
	JMC 5000 Elective (JMC) 5000 level elective (Non JMC)	3 3	JMC 5980 Research for Master's Thesis	4
	CREDIT HOURS	9	CREDIT HOURS	7
FIFTH YEAR	Project Option		Project Option	
	JMC 5093 Introduction to Research Methods in Mass Communication	3	JMC 5880 Graduate Project	4
	Choose one of the following:	3	Choose one of the following:	3
	JMC 5000 Elective (JMC) 5000 level elective (Non JMC)		JMC 5000 Elective (JMC) 5000 level elective (Non JMC)	
	JMC 5001 Professional Practices	1	JMC 5001 Professional Practices	1
JMC 5001 Professional Practices	1	JMC 5000 Elective (JMC)	1	
	CREDIT HOURS	8	CREDIT HOURS	9

THESIS OPTION

Fifth Year	First Semester	Credit Hours
	Thesis Option	
JMC 5093	Introduction to Research Methods in Mass Communication	3
	JMC 5000 Elective (JMC)	3
	5000 level elective (Non JMC)	3
	Credit Hours	9
Second Semester		
	Thesis Option	
JMC 5113 or JMC 5133	Qualitative Research Methods or Quantitative Research Methods	3
JMC 5980	Research for Master's Thesis	4
	Credit Hours	7
	Total Credit Hours	16

PROJECT OPTION

Fifth Year		Credit Hours
First Semester		
Project Option		
JMC 5093	Introduction to Research Methods in Mass Communication	3
Choose one of the following:		
JMC 5000 Elective (JMC)		
5000 level elective (Non JMC)		
JMC 5001	Professional Practices	1
JMC 5001	Professional Practices	1
Credit Hours		8
Second Semester		
Project Option		
JMC 5880	Graduate Project	4
Choose one of the following:		
JMC 5000 Elective (JMC)		
5000 level elective (Non JMC)		
JMC 5001	Professional Practices	1
JMC 5000 Elective (JMC)		1
Credit Hours		9
Total Credit Hours		17