

**REQUIREMENTS FOR THE BACHELOR OF SCIENCE**  
**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 .....	120
Minimum Upper-Division Hours .....	48
Major Hours .....	48
Upper-Division Hours within Major .....	42
<b>Minimum Retention/Graduation Grade Point Averages:</b>	
Overall - Combined and OU .....	2.50
Major - Combined and OU .....	2.50
Last 60 hours .....	2.50

Program
<b>Public Relations</b>  B815  Bachelor of Science

OU encourages students to complete at least 30 hours of applicable coursework each year to have the opportunity to graduate in 4 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
<b>Core Area I: Symbolic and Oral Communication</b>		
<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
<b>Core Area II: Natural Science</b>		
	Choose two courses from different disciplines; one must include a laboratory	7
<b>Core Area III: Social Science</b>		
P SC 1113	American Federal Government	3
	Choose one course	3
<b>Core Area IV: Arts and Humanities</b>		
<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
<b>Core Area V: First-Year Experience</b>		
	Choose one course	3
<b>Total Credit Hours</b>		<b>37-47</b>

**ADDITIONAL GAYLORD COLLEGE REQUIREMENTS**

Code	Title	Credit Hours
<b>Western Culture</b>		
	Choose one upper-division course outside the major and in addition to University General Education Core IV	3
<b>Language and Humanities</b>		
	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	
<b>Total Credit Hours</b>		<b>3-6</b>

**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
<b>Required Courses</b>		
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	
<b>Electives</b>		
	Choose 9 hours (minimum) to 10 hours (maximum) of electives from approved list maintained by Gaylord College of JMC	9-10
<b>Total Credit Hours</b>		<b>48-49</b>

**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 <sup>1</sup>	15-21
<b>Total Credit Hours</b>		<b>15-21</b>

<sup>1</sup> Required Completion of a Minor – 15-21 hours (hours vary due to minor chosen).

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

## 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

This plan of study should not be used in lieu of academic advisement.

Year	FIRST SEMESTER		Hours	SECOND SEMESTER		Hours
<b>FRESHMAN</b>	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
	<b>CREDIT HOURS</b>		<b>17</b>	<b>CREDIT HOURS</b>		<b>17</b>
<b>SOPHOMORE</b>	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: Intermediate Language Upper Division Humanities (Gen. Ed.)-Artistic Forms, Western Civilization & Culture or World Culture Free Elective, lower- or upper-division	3		Social Science (Core III)	3
	<b>CREDIT HOURS</b>		<b>16</b>	<b>CREDIT HOURS</b>		<b>15</b>
<b>JUNIOR</b>	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
		Natural Science without lab (Core II)	3		JMC Major elective, upper-division (3000-4000-level)	3
		Western Culture (Core IV)	3		Upper-division Western Culture outside major (Gen. Ed.)	3
		Free Elective, upper-division (3000-4000-level)	3		Free Elective, upper-division (3000-4000-level)	3
	<b>CREDIT HOURS</b>		<b>15</b>	<b>CREDIT HOURS</b>		<b>15</b>
<b>SENIOR</b>	JMC 4813	Media Law	3	JMC 4423	Contemporary Problems in Public Relations Capstone	3
		JMC Public Relations Elective, upper-division (3000-4000 level)	3		JMC Major elective, upper-division (3000-4000-level)	3
		Free Elective, lower- or upper-division	3		Free Elective, lower- or upper-division	3
		Free Elective, lower- or upper-division	3		Free Elective, lower- or upper-division	3
					Free Elective, lower- or upper-division	1
	<b>CREDIT HOURS</b>		<b>12</b>	<b>CREDIT HOURS</b>		<b>13</b>