

**REQUIREMENTS FOR THE 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 2024 through Spring 2025

General Requirements
Minimum Total Hours (Non-Thesis) ..... 33

Program
Strategic Communication and Digital Strategy
M859
Master of Arts

**REQUIRED COURSES**

A maximum of eight credit hours of graduate work may be transferred from other universities if such work meets the college's requirements. No transfer credit will be accepted toward meeting core requirements.

Code	Title	Credit Hours
<b>Core Courses</b>		
JMC 5093	Introduction to Research Methods in Mass Communication	3
JMC 5293	Professional Seminar in Strategic Communication	3
JMC 5343	Digital Strategic Communication	3
JMC 5813	Ethics of Strategic Communication	3
JMC 5823	Cross-Cultural Communication	3
JMC 5863	Marketing & Media Analytics	3
JMC 5873	Strategic Planning & Brand Strategy	3
JMC 5883	Digital Behavior	3
JMC 5893	Management & Leadership	3
JMC 5413	Crisis Communication	3
JMC 5473	Social Media Marketing	3
<b>Total Credit Hours</b>		<b>33</b>

**This is a coursework only program.**

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**GENERAL REQUIREMENTS FOR ALL MASTER'S DEGREES**

The master's degree requires the equivalent of *at least* two semesters of satisfactory graduate work and additional work as may be prescribed for the degree.

All coursework applied to the master's degree must carry graduate credit.

Master's degree programs which require a thesis consist of *at least* 30 credit hours. All non-thesis master's degree programs require *at least* 30 credit hours.

Credit transferred from other institutions must meet specific criteria and is subject to certain limitations.

Courses completed through correspondence study may *not* be applied to the master's degree.

To qualify for a graduate degree, students must achieve an overall grade point average of 3.0 or higher in the degree program coursework and in all resident graduate coursework attempted. A student must also have at least a 3.0 in all coursework (including undergraduate coursework if any).

Additional information for master's degree students may be found in the Graduate College Bulletin.

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