

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 2023 through Spring 2024 |

| General Requirements |
|------------------------------|
| Minimum Total Hours 12 |

| Program |
|----------------------|
| Strategic Planning |
| G106 |
| Graduate Certificate |

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 | |
| Total Credit Hours | | 12 |

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/>).