

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 2024 through Spring 2025

General Requirements
Minimum Total Hours 12

Program
Strategic Planning G106 Graduate Certificate

Minimum Total Hours: 12

Program Code: G106

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/>).