

SCHOOL OF MEDIA AND STRATEGIC COMMUNICATIONS

At Oklahoma State University, the professional areas of mass communication are grouped in the School of Media and Strategic Communications (SMSC). These areas seek to complement each other with a minimum of duplication. Degrees offered include a Bachelor of Arts or a Bachelor of Science in the following:

- Multimedia Journalism
- Sports Media
- Strategic Communication

A modern democratic society cannot live by its ideals if its mass media practitioners are merely competent technicians who worry less about what is reported to the people than how it is reported. Citizens must have accurate information about social, political and economic problems as well as knowledge of actions taken by government agencies and organizations at all levels. From village council to Supreme Court, there can be no exception from the rule that public business is the public's business.

To speak to people through different media, whether as a journalist or a strategic communication practitioner, requires knowledge of the people to whom or on whose behalf one wishes to speak and an understanding of the world in which they live. Therefore, the curricula of the School of Media and Strategic Communications are designed to offer more than training in communication techniques. Three-quarters of the SMSC student's time at the University is devoted to a liberal education in the arts and sciences. At the same time, the student gains competence in a professional field through courses in the School of Media and Strategic Communications.

On graduation, undergraduate students in the School of Media and Strategic Communications will be able to:

1. Demonstrate an understanding of the relevant constitutional freedoms, legal issues and ethical principles in mass communications,
2. Demonstrate an understanding of the relevance of human diversity in mass communications,
3. Demonstrate an understanding of the history and social role of mass communications,
4. Demonstrate critical, creative and individual thinking,
5. Demonstrate an understanding of the relevant theories and concepts of mass communications,
6. Demonstrate an understanding of the methods and techniques of research and information gathering,
7. Demonstrate appropriate writing, editing and production techniques in mass communications, and
8. Demonstrate an understanding of relevant planning and management methods in mass communications.

Accreditation

The undergraduate programs of study in the School of Media and Strategic Communications are accredited by the Accrediting Council on Education in Journalism and Mass Communication.

Admission to the Undergraduate Program

A 2.75 graduation retention GPA and at least 24 hours completed required to initially declare major.

Undergraduate Proficiency Review

Successfully passing the proficiency review is required to enroll in upper-division major requirements. The Proficiency Review includes:

1. 2.75 graduation retention GPA;
2. At least 12 OSU earned hours and a 2.75 graduation retention GPA in those hours;
3. Grade of "C" or better for MC 2003 and MC 2023; and
4. Passing score on the Language Proficiency Exam. Students are permitted two attempts to pass the Language Proficiency Exam. Students who fail to pass the Language Proficiency Exam after two attempts will be suspended from the SMSC major and not eligible for readmission.

Requirements for Graduation

The degree programs of study offered in the School of Media and Strategic Communications are built around strong writing, liberal arts and professional components. Of the 120 hours required to earn a degree in SMSC, students must complete up to 45 semester hours in media and strategic communications courses.

Students must have a minimum 2.5 GPA in all SMSC courses and major requirements with a minimum grade of "C" in each course. No more than 12 hours in SMSC courses may be transferred from other institutions.

All SMSC majors are required to develop and maintain a portfolio exhibiting their best and most appropriate work as well as assignments required for the portfolio. Portfolios will be turned in during senior capstone courses as part of their graduation requirements. School faculty, staff and industry professionals will evaluate these portfolios periodically and offer guidance and constructive criticism. It is anticipated that the portfolios will be helpful in showcasing students' performance when they apply for internships or jobs.

Multimedia Journalism

The many changes in the media environment require that students should have expertise in journalism and storytelling in all media formats. The degree in multimedia journalism will allow graduates to work with any media platform, be it print, television, radio or the internet. While students will develop their skills across all media platforms they will be able to specialize in one of two areas: multimedia journalism, news or multimedia journalism, production.

Students learn the basics of journalism writing and reporting for print, online, audio and video production on state-of-the-art equipment and are challenged to put their skills to use by participating in the daily operations of Student Media at OSU available through the O'Colly Media Group. The O'Colly Media Group offers TV, radio, print, creative and sales opportunities through: Advertising, The O'Colly radio (podcasts and KXZY), O'Colly TV, The Daily O, Petes' Corner, the Poke Report and other student-driven shows. Many students bring their own ideas for shows

and receive help making them happen. Students also create content for Inside OSU, the OSU online TV station. Students gain on-the-job multimedia experience through internships and some hold part-time jobs as campus correspondents for various publications or work for media in the Stillwater area.

Internships at broadcast and cable outlets in the region also provide students with on-the-job experience and a valuable opportunity to work with seasoned media professionals. Many juniors and seniors find this work a source of revenue to assist them in the cost of their education.

The multimedia program is affiliated with the Oklahoma Press Association, Southwest Journalism Congress, the Society of Professional Journalists, the National Association of Black Journalists, National Association of Hispanic Journalists, the National Association of FM Broadcasters, Radio Advertising Bureau, Oklahoma Association of Broadcasters, Oklahoma Broadcast Education Association, National Association of Broadcasters, Broadcast Education Association and National Public Radio.

Sports Media

This program, one of very few undergraduate degrees in sports media in the United States, offers students the option of concentrating in sports digital production or sports journalism.

Students pursuing an undergraduate degree in sports media from OSU receive classic hands-on training in all aspects of the industry. Depending on the area of concentration, coursework may include sports writing, play-by-play announcing, field production, and media relations. Sports media students are also challenged to put their skills to use by participating in the daily operations of Student Media at OSU available through the O'Colly Media Group. The O'Colly Media Group offers TV, radio, print, creative and sales opportunities through: Advertising, The O'Colly radio (podcasts and KXZY), O'Colly TV, The Daily O, Petes' Corner, the Poke Report and other student-driven shows. Many students bring their own ideas for shows and receive help making them happen. Students also create content for Inside OSU, the OSU online TV station. Students gain on-the-job multimedia experience through internships and some hold part-time jobs as campus correspondents for various publications or work for media in the Stillwater area. Students have many nationally-recognized organizations to join including the Sports Media Club, Association for Women in Sports Media and Associated Press Sports Editors.

Oklahoma State University and the School of Media and Strategic Communications enjoy a special relationship with sports media throughout the country. As a major sports venue, the OSU campus is visited regularly by national and regional sports media - both print and broadcast - to cover major sporting events. These media organizations routinely utilize SMSC student workers. The 2004 debut of ESPNU was telecast from Stillwater because the campus represents classic collegiate sports, and because the network producers were able to rely on a supply of ready and trained media and strategic communications students.

The sports media faculty has strong professional backgrounds in the field and offers students the solid foundation in both theory and practice that prepare them for a variety of career paths.

Strategic Communication

Communication professionals are needed in all industries. Industry employers require communication professionals to be skilled in writing, content creation, research, strategic planning and critical thinking.

Students in strategic communications learn and practice communication methods used in public relations, advertising, social media and entertainment media. Strategic communication courses focus on a thorough understanding of the social, political and economic systems of society and develop writing and content-creation skills that apply across all media platforms, such as print, television, radio, websites, social media, etc.

A degree in strategic communication prepares students to be professional communicators in any environment, such as counseling firms, advertising agencies, corporate communications, nonprofit organizations, or even their own businesses. The ultimate objective of this degree is to prepare students to be the future leaders in their field. Coursework prepares students to write and communicate effectively because good writing skills remain the foundation of professional communication. Coursework also focuses on strategic and critical thinking, which are skills needed for leaders in the field. This degree also grounds students in a thorough knowledge of gathering and analyzing data relevant to their practice and in communication management principles. Students complete their degree with a capstone campaign course, where students integrate and apply knowledge gained in their undergraduate work to a single strategic communication campaign.

There are three options to choose from for the Strategic Communications degree: SC: Advertising and Public Relations, SC: Social Media, and SC: Sports Communication.

Strategic communication students are challenged to gain internship experience in non-profit organizations, corporate communication, advertising agencies, public relations agencies, sports communications organizations, and OSU communication outlets. Some put their skills to use by participating in the daily operations of Student Media at OSU available through the O'Colly Media Group. The O'Colly Media Group offers TV, radio, print, creative and sales opportunities through: Advertising, The O'Colly radio (podcasts and KXZY), The Daily O, One on One, The Franchise Show, Petes' Corner, the Poke Report and Modmuze. Students also create content for OState.tv, the OSU online TV station. Students gain on-the-job experience through internships and some hold part-time jobs as campus correspondents for various publications or work for media in the Stillwater area. Each year, SMSC participates in the National Student Advertising Competition, NSAC. The SMSC NSAC team has been nationally recognized numerous times.

The Strategic Communication program is affiliated with the American Advertising Federation, the American Academy of Advertising, the Public Relations Society of America and the Association of Women in Communication.

For more information, please go to media.okstate.edu (<http://media.okstate.edu>).