

Bachelor of Arts with a major in Public Relations and Strategic Communication

MAJOR REQUIREMENTS

Oakland University Requirements	Oakland Community College Options
Choose one Communication Elective from:	COM 2290, 2640
Choose up to 4 credits from these:	BUS 2600; COM 1290, 1600, 1710, 1720, 1730, 1740, 2403, 2610, 2620; SLI 1000, 1001, 1010, 1020, 1030, 1040, 1045, 1050, 1150, 1211, 1501, 1550, 1600, 2050, 2150, 2250, 2450, 2800, 2900, 2925; OR (when not already taken above) COM 2290, 2640

***Please Note: To be considered for admission to the Public Relations and Strategic Communication major, the Writing Foundations requirement (WRT 1060) must be completed with a minimum B or 3.0 grade.**

Students may transfer an unlimited amount of credit from OCC, and must complete a minimum of 45 credit hours from OU to meet degree requirements. As programs may limit the transfer credits that can be used toward requirements, **it is highly recommended that students work with both an OU (school/college) academic adviser and their OCC counselor to maximize the applicability of coursework to specific requirements.**

TRANSFERRING WITH THE MICHIGAN TRANSFER AGREEMENT (MTA):

When choosing to complete MTA to satisfy General Education, please confirm the best courses to take to fulfill the agreement with your academic adviser at OCC or at the [OCC MTA Approved Courses](#) website. In order to completely satisfy OU's transferable General Education requirements when following this major guide, please reference the [OCC General Education Transfer Guide](#) and select one course from OU's **Knowledge Applications** category.

Additional course requirements for MTA when following this major guide (minimum 30 credit hours required for MTA):

- ENG 1510 or 1510E (MTA Approved Composition course)
- ENG 1520 (MTA Approved Communications Course; this is a prerequisite for coursework at OU)
- Two MTA Approved Social Science Courses
- Two MTA Approved Fine Arts/Humanities Courses (*one met when taking SLI 1000, 1010, 1020 or 1030 above*)
- Two MTA Approved Natural Science Courses
- One MTA Approved Mathematics Course

TRANSFERRING WITHOUT MTA:

If you intend to transfer without MTA, you can choose to complete additional coursework to fulfill OU's individual General Education categories instead. When following this major guide, please reference the [OCC General Education Transfer Guide](#) for the OCC courses that satisfy these specific OU General Education categories:

- Writing Foundations (*minimum B or 3.0 grade required for this major*)
- Formal Reasoning
- Arts (*met when COM 2620 is chosen above*)
- Language and Culture (*met when SLI 1000, 1010, 1020 or 1030 is taken as additional elective above*)
- Global Perspective
- Literature
- Natural Science and Technology
- Social Science (*met when COM 1290 is chosen above*)
- Western Civilization
- Knowledge Applications
- U.S. Diversity (*met when choosing COM 2290 above*)

EXPLORATORY REQUIREMENT:

Students with majors in the College of Arts and Sciences (CAS) must satisfy an exploratory requirement. This can be done by completing a double major or a CAS minor or concentration; or by completing a minimum of 12 credits in a single CAS rubric, outside of their major rubric. For additional options visit oakland.edu/exploratory . Please confirm transfer course choices with an OU CAS adviser. ***Students using MTA or MACRAO must complete the exploratory requirement at Oakland University or another four-year institution.***

NOTES:

Oakland University will always honor the **MACRAO Transfer Agreement** and apply it to the General Education requirement the same as MTA.

The College of Arts and Sciences requires that a minimum of 16 credits in the major be completed at Oakland University.

Please contact [College of Arts and Sciences Advising](#) at (248) 370-4567 for more information regarding your degree requirements.

Admission to this major is competitive; please discuss admission criteria with an OU adviser.