

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

MAJOR REQUIREMENTS

To be considered for admission to this major, a minimum grade of B or 3.0 is required for the following two Foundation courses

| Oakland University Courses | Macomb Community College Options |
|------------------------------|----------------------------------|
| JRN 2000 (Foundation course) | JOUR 1100 (Foundation course) |
| PR 2500 (Foundation course) | SPCH 2600 (Foundation course) |

Choose one Communication elective
(additional course options available at OU)

| | |
|----------|-----------|
| COM 2403 | SPCH 1200 |
| COM 3200 | SPCH 2110 |
| COM 3400 | SPCH 2100 |
| COM 3401 | SPCH 2400 |

Additional COM or JRN elective
(additional course options available at OU)

| | |
|--|---|
| Choose one additional elective from these: | MACA 1400, 1410, 2110, 2400; SIGN 1010, 1020, 1030, 1040, 2010, 2030; SPCH 1010, 1060, 1400, 1460, 1600, 1700, 2300, 2550, 2750, 2800 OR (when not already taken above) SPCH 1200, 2100, 2110, 2400 |
|--|---|

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

Students may transfer an unlimited amount of credit from Macomb, 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 Macomb 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 MCC or at the [MCC MTA Approved Courses](#) website. In order to completely satisfy OU's transferable General Education requirements when following this major guide, please reference the [MCC 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):

| | |
|--|-------------------------------------|
| MTA Approved English Composition Course – ENG 1180 or 1210 | |
| MTA Approved English Composition Course – ENG 1190 or 1220 (this is a prerequisite for coursework at OU) | |
| Two MTA Approved Social Science Courses | Two MTA Approved Science Courses |
| Two MTA Approved Humanities and Fine Arts 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 [MCC General Education Transfer Guide](#) for the MCC courses that satisfy these specific OU General Education categories:

- | | |
|---|----------------------------------|
| - Writing Foundations (minimum B or 3.0 grade required for this major) | - Literature |
| - Formal Reasoning | - Natural Science and Technology |
| - Arts | - Social Science |
| - Language and Culture (<i>met if SIGN 1010, 1020, 1030 or 2010 is taken above</i>) | - Western Civilization |
| - Global Perspective | - Knowledge Applications |
| | - U.S. Diversity |

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.