

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
JMS 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 3401	SPCH 2400

Additional COM, JMS or PR course
(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
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***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:

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| - Writing Foundations (minimum B or 3.0 grade required for this major) | - Literature |
| - Formal Reasoning | - Natural Science and Technology |
| - Arts (met when SPCH 2800 is chosen above) | - Social Science (met when SPCH 2100 is chosen above) |
| - Language and Culture (met if SIGN 1010, 1020, 1030 or 2010 is chosen above) | - 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.