

**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 1290, 2290, 2640
Choose one additional elective from these:	BUS 2600; COM 1600, 1710, 1720, 1730, 1740, 2403, 2610, 2620; SLI 1000, 1001, 1010, 1020, 1030, 1040, 1045, 1050, 1150, 1211, 1501, 1550, 2050, 2150, 2250, 2450, 2800, 2900; OR (when not already taken above) COM 1290, 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 may be met by choosing SLI 1000, 1010 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:

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| <ul style="list-style-type: none"> <li>- Writing Foundations</li> <li>- Formal Reasoning</li> <li>- Arts</li> <li>- Language and Culture (<b>met when SLI 1000 is taken as additional elective above</b>)</li> <li>- Global Perspective</li> <li>- Literature</li> </ul> | <ul style="list-style-type: none"> <li>- Natural Science and Technology</li> <li>- Social Science</li> <li>- Western Civilization</li> <li>- Knowledge Applications</li> <li>- U.S. Diversity (<b>met when choosing COM 2290 above</b>)</li> </ul> |
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**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](http://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.**