

Bachelor of Arts with a major in Public Relations and Advertising

MAJOR REQUIREMENTS

Oakland University Requirements	Oakland Community College Options
PR 2400	BUS 2600
Elective Courses <i>(two required)</i>	
COM 2403	COM 2640
COM 3300	COM 2290

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. To best complete OU's transferable General Education requirements, please reference the [OCC General Education Transfer Guide](#) and take the following:

- One course from OU's **Writing Foundations** category
*(this serves as an **MTA English Composition** course and is a prerequisite for coursework at OU)*
- One course from OU's **Knowledge Applications** category

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 | - Literature | - Knowledge Applications |
| - Formal Reasoning | - Natural Science and Technology | - U.S. Diversity (met when choosing COM 2290 above) |
| - Arts | - Social Science | |
| - Language and Culture | - Western Civilization | |
| - Global Perspective | | |

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 degree requirements.

For more information about the Public Relations & Advertising major at OU, including the hands-on experience, well-connected faculty and real-world opportunities, please visit OU's [Public Relations & Advertising webpage](#).