

**Bachelor of Arts with a major in Public Relations and Strategic Communication (2018/2019 Catalog)**

**MAJOR REQUIREMENTS**

Oakland University Courses	Macomb Community College Options
JRN 2000	JOUR 1100 (minimum grade of B required to be admitted to major)
PR 2500	SPCH 2600 (minimum grade of B required to be admitted to major)

**MAJOR ELECTIVES**

Choose up to two of the following courses (*additional course options available at OU*)

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

**MICHIGAN TRANSFER AGREEMENTS:**

In many cases it is to a student's advantage to complete the MTA or MACRAO agreement when fulfilling General Education requirements. This may allow for more flexibility when creating a schedule while at your community college. When choosing to complete MTA or MACRAO, please confirm the best courses to take to fulfill the agreement with your academic adviser at Macomb or [MTA Approved Courses](#)

**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 Humanities & Fine Arts Courses  
 One MTA Approved Mathematics Course  
 Two MTA Approved Science Courses  
 Two MTA Approved Social Science Courses

***SPECIAL NOTE REGARDING MTA OR MACRAO:*** In some cases, completing the MTA or MACRAO agreement may not be practical. When using MTA or MACRAO, your ability to make the most efficient course selections at OU may be impacted depending on your accumulated credits and chosen OU major. For more details on whether or not it is recommended for you to complete MTA or MACRAO, please consult with an OU academic adviser.

**When transferring without a transfer agreement, please reference the table below for courses that satisfy individual categories.**

**GENERAL EDUCATION REQUIREMENTS**

**40 credits are required from categories 1-10. Each of these categories must be fulfilled by completing one course of at least 3 or more credits. A course may not be used in more than one of these categories. Please see OU Catalog for further information.**

1. Writing Foundations	ENGL 1190 or 1220 ( <b>minimum grade of B required for admission to major</b> )
2. Formal Reasoning	ITCS 1140; MATH 1100, 1290, 1340, 1360, 1370, 1760; PHIL 2200
3. Arts	ARTT 1620, 2650, 2660; HIST 2340; HUMN 1210, 1270, 1300, 1460; MUSC 1030, 1040, 2710, 2720
4. Foreign Language and Culture	ARAB 1260, 1270, 2360; CHIN 1260, 1270; FREN 1260, 1270, 2360, 2370; GRMN 1260, 1270, 2360; ITAL 1260, 1270, 2360, 2370; SPAN 1260, 1270, 2360, 2370
5. Global Perspective	ANTH 1000, 1100; ECON 2110; GEOG 2000; HIST 2520, 2650; HUMN 1700, 2000; INTL 2000, 2010, 2300, 2700, 2800; MUSC 1040; POLS 1600
6. Literature	ENGL 1730, 2510, 2520, 2600, 2610, 2710, 2720, 2730, 2740, 2800, 2810, 2850; HUMN 1750
7. Natural Science and Technology	BIOL 1000, 1010, 1310; CHEM 1000, 1050, 1170; ESCI 1210; GEOL 1140; PHSA 1050; PHYS 1180, 2220; RNEW 1000
8. Social Science	ANTH 1000, 1100, 1200; ECON 1160, 1170, 2110; POLS 1000, 1600, 1900; PSYC 1010; SOCY 1010
9. Western Civilization	HIST 1500, 1600, 1700, 2000, 2100, 2200, 2360; PHIL 2010, 2100
10. Knowledge Applications	<b>Must be outside of OU Major area (confirm course choice with OU adviser)</b> ARAB 2360; ARTT 1060; BCOM 2050, 2060; FREN 2360, 2370; GRMN 2360; JOUR 1100; MACA 1065; MATH 1310, 1770; PHYS 1190, 2230; PSYC 2450; SOCY 2550; SPAN 2360, 2370
U.S. Diversity – May double count with categories 1-10	ENGL 2740; HIST 2100, 2200; HUMN 1270, 1460; POLS 1000; SOCY 1010, 2550
Capstone & Writing Intensive in the Major	<b>These general education requirements MUST be met by courses taken at Oakland University.</b>

**Students who complete MTA or MACRAO according to this guide satisfy general education categories 1-9 and U.S. Diversity.**

**EXPLORATORY:**

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). Only courses that are at the 100-level or above may be used to fulfill the exploratory requirement. Students using MTA or MACRAO must complete the exploratory requirement at Oakland University or another four-year institution.

NOTES:

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

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 [oakland.edu/casadvising](http://oakland.edu/casadvising) or (248) 370-4567 for more information regarding your degree requirements.