

Bachelor of Arts with a major in Public Relations and Advertising

MAJOR REQUIREMENTS

Admission to the major in public relations and advertising is granted only by the department.

Oakland University Courses	Macomb Community College Options
PR 2500	SPCH 2600
COM 3200	SPCH 2110

Elective Courses (choose two)

COM 2403	SPCH 1200
COM 3401	SPCH 2400
JMS 2000	JOUR 1100
JMS 2656	MACA 1400

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. To best complete OU's transferable General Education requirements, please reference the [MCC 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)

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 | - Global Perspective | - Social Science |
| - Formal Reasoning | - Literature | - Western Civilization |
| - Arts | - Natural Science and Technology | - Knowledge Applications |
| - Language and Culture | | - 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 degree requirements.

Admission to the university does not constitute or guarantee admission to the major; for a program overview and more information about *Program Requirements* please visit the [Public Relations & Advertising webpage](#).