

**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 Requirements	Oakland Community College Options
PR 2400	BUS 2600

**Elective Courses** *(two required)*

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 [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 [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</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><i>(met when choosing COM 2290 above)</i></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 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](#).