THE CURRICULUM  The School of Media and Strategic Communications offers Bachelor of Arts and Bachelor of Science degrees in: Multimedia Journalism, Sports Media and Strategic Communication. The school is nationally accredited by ACEJMC for its cutting-edge curriculum and distinguished history. Students in the program will have a balance of theory and hands on training in the classroom.

- **MULTIMEDIA JOURNALISM**
  Students can choose a focus in news or production

- **SPORTS MEDIA**
  Students can choose a focus in sports journalism, sports production or sports strategic communications/information

- **STRATEGIC COMMUNICATION**
  Students experience a holistic approach to advertising and public relations

STUDENTS STUDY
- Advertising and Public Relations
- Multimedia Writing and Editing
- Audio and Video Production
- Sports Journalism
- Sports Video Production
- Sports Public Relations

FACULTY RESEARCH
- Advertising Research
- Computer-Assisted Reporting
- Diplomacy
- Impact of Media on Children
- International Strategic Communications
- Media and Culture
- Media Law
- Media and Politics
- Newspaper Research
- Pharmaceutical Advertising
- Sports and Gender
- Sports Media
- Race and Media

SCHOOL OF MEDIA AND STRATEGIC COMMUNICATIONS
Oklahoma State University
206 Paul Miller
Stillwater, OK 74078
Tel: 405 744 6354
Visit our website at http://media.okstate.edu
OPPORTUNITIES FOR FUTURE STUDENTS

- Clubs
  - AdClub: Advertising Club
  - AWSM: Association for Women in Sports Media
  - NABJ: National Association of Black Journalists
  - NBS/AERho: National Broadcasting Society-Alpha Epsilon Rho
  - PRSSA: Public Relations Student Society of America
  - SMSC Ambassador Group
  - Sports Media Club
  - AWC: Association for Women in Communication

- Student Media
  - KXZY: Student run radio station
  - The O’Colly: Student run news outlet
  - O State TV: Campus-wide news outlet

- Media House Living and Learning Community Village C, 3rd floor
  - 25 freshman students, 15 upper class students
  - Freshmen take two courses together their first semester

CAREERS

Upon graduation, students from the School of Media and Strategic Communications are able to meet the diverse communications needs of any client. Students create and maintain a professional portfolio that is turned in as part of the senior capstone course. The professional portfolio is a critical tool for students to showcase their media abilities to future employers.

OUR GRADUATES’ CAREERS

- Multimedia Reporter
- Multimedia Director
- Multimedia Producer
- Audio Engineer
- Media Coordinator
- Sports Information Director
- Sports Reporter
- Sports Writer
- Sports Radio Host
- Copywriter
- Art Director
- Event Coordinator
- Public Relations
- Advertising
- Communications Coordinator
- Account Manager

COURSES

The curriculum addresses contemporary issues and technological changes that are currently affecting the media industry. The professors are industry professionals and provide knowledge that goes beyond any textbook. The School also offers a Master of Science degree in Media Management with options in: news media management, strategic communications management, and sports media.

Visit our Finish-in-Four Plans at http://casstudents.okstate.edu/finish-in-four-plans