

Strategic Communications

Curriculum

Graduates of the Strategic Communications degree program are skilled in both public relations and advertising and are able to meet the diverse communication needs of any client. Students gain a foundation that focuses on communication theory, writing and basic production skills for print, video and web. Students receive extensive hands-on training in strategy, design and persuasive messaging for traditional and digital media. Hands-on projects include a wide variety of promotional and advertising materials as well as the development of communications, ethics and crisis communication plans. Students complete a capstone course during their senior year. The capstone course assigns real clients to student groups to assess critical thinking, writing, planning, organization, leadership and teamwork skills. The School of Media and Strategic Communications gives students a competitive edge with a set of skills to meet the demands of the communications industry. Students who earn a degree in Strategic Communications have a wide choice of career opportunities in various sectors including corporate, agency, non-profit and political.

Strategic Communications majors develop the following skills:

- Understanding of the media
- Ability to work with a team
- Problem-solving and critical thinking
- Leadership and management
- Strategic thinking & planning guided by research
- Ability to craft creative and effective messages
- Brand and visual storytelling
- Understanding of consumer behavior
- Understanding of audience and stakeholders
- Principles of design
- Media planning/buying/selling/owning/earning
- Ethical decision-making

Advertising Club
Public Relations Student Society of America
Sports Media Club
Association of Women in Sports Media
The Daily O'Collegian
OState TV
KXZY: Radio Station
OSU Athletics Communications
National Association of Black Journalists
Society of Professional Journalists

<https://campuslink.okstate.edu>

College of Arts & Sciences Career Services

213 Life Science East
Tel: 405 744 5658

For appointments and resources:
<http://cascareers.okstate.edu>

Job and Internship Websites

- American Advertising Federation
www.aaf.org
- Advertising Media Internet Center
<http://www.amic.com>
- American Association of Advertising Agencies
www.aaaa.org
- Association of Women in Sports Media
<http://www.awsonline.org/>
- NCAA Market
<http://ncaamarket.ncaa.org/jobs/>
- @ctimedi@ Media Directory
<http://jobs.actimedia.com>
- Talent Zoo
<http://www.talentzoo.com>
- Institute of Sports, Media & Society
<http://aisms.uscannenberg.org/jobs-internships>
- Associated Press
<http://ap.org>
- Oklahoma Press Association
<http://www.okpress.com/>
- Journalism Jobs
<http://www.journalismjobs.com/>
- Public Relations Society of America
<http://www.prsa.org>
- Opportunities in Public Affairs
www.opajobs.com
- Professional Meeting Planners
<http://www.pmpmeeting.com>
- Meeting Planners International
<http://www.mpiweb.org>
- International Association of Business Communicators
<http://www.iabc.com/>
- PR Week
<http://www.prweek.com/us/>

Get Involved

Students that study strategic communications will be exposed to a wide variety of course work that covers numerous aspects of strategic communications including advertising, public relations, marketing and management. Students will gain an understanding of all areas, but may choose to specialize in advertising or public relations.

Strategic Communications students gain knowledge and skills needed to thrive in the communications industry. All students are trained in persuasive writing for Internet, magazines, newspapers, radio, and television. Students are instructed in graphic design and advertising/PR media production. Most students gain professional experiences through internships and freelance work with national and state ad/PR agencies, nonprofit organizations and media outlets. Each year several Strategic Communication majors participate in the American Advertising Federation's National Student Advertising Competition planning and producing a campaign for a national client and competing with teams from universities across the country. Many strategic communications students garner experiences writing/designing for the O'Colly in the newsroom and the advertising department, planning and executing promotional events for the School through the Ambassador program, as well as participating in professional activities through the Advertising Club, Public Relations Student Society of America, and Association for Women in Communications.

SMSC Scholarships

- SMSC Media House Freshman & Continuing Scholarships
- OPA Freshman Scholarship
- SMSC Continuing Student Scholarship
- Alpa Epsilon Rho Scholarship
- Journalism Fund Scholarship
- OPA Print Endowment Scholarship
- Tulsa Press Club Scholarship
- Walker Stone Memorial Scholarship
- Rives Journalism Scholarship
- Paul Miller Memorial Scholarship
- Chester Gould Scholarship
- Lisa John Scholarship
- Sam Love Memorial Scholarship
- Synar Journalism Scholarship
- Bill Teegins Memorial Scholarship.
- James Eldon Cates Scholarship
- Elmer Woodson Memorial Scholarship
- Eric Bost Memorial Scholarship
- Hal Phillips Memorial Scholarship
- Scripps Howard Foundation Scholarship
- J. O. Grantham Scholarship
- Robert G. Elston Scholarship

Potential Job Titles

- Account Executive
- Account Manager
- Art/Creative Director
- Communication Specialist
- Community Relations
- Copy Editor
- Copywriter
- Employee Relations
- Event Coordinator
- Event Marketing Specialist
- Investor Relations
- Market Researcher
- Media Planner/Buyer
- Media Coordinator
- PR Researcher
- PR Director
- Production Assistant
- Promotions Specialist
- Public Information Officer
- Publicity Manager
- Sales Manager
- Scriptwriter
- Speech writer
- Strategic Planner
- Social Media Specialist
- Talent Administrator
- Technical Writer
- Traffic Manager
- Web Designer
- Writer-Producer

Types of Employers

- Advertising agencies
- Public relations firms
- Marketing firms
- Publishing companies
- Broadcasting companies
- Production companies
- Event planning companies
- Media organizations
- Professional sports organizations
- Business to business communications companies
- Government organizations
- Non-profit organizations
- Healthcare organizations