### First Year
- **Courses**
  - Take Gen Eds. Start with **MC 1143 Media in a Diverse Society** and complete some General Education courses. Take Intro to Strategic Communications.
- **Experience**
  - Join one of many fun clubs. Jump in and work with student media, do social media content for clubs or start a podcast or TV show.
- **Community**
  - Participate in Media House (our own floor in residence halls for SMSC students) Consider joining strategic communications club. Fun events
- **Career Readiness**
  - Attend one of the networking events hosted each semester.

### Second Year
- **Courses**
- **Experience**
  - Get more involved in strategic communications clubs. **Association of Women in Communication, Strategic Communications club.**
- **Community**
  - Get more involved in a student club and planning fun events for our majors.
- **Career Readiness**
  - Look for internship opportunities. Connect with professors for insight and recommendations. Apply for numerous scholarships.

### Third Year
- **Courses**
  - Take courses specific to your focus. Social Media analytics, Campaigns, Event Planning, Media and Markets and Sports Comm.
- **Experience**
  - Find amazing internships doing social media content for small and large companies. Apply to compete with **National Student Advertising Campaign team.**
- **Community**
  - Visit agencies with strategic communications club and learn about internships
- **Career Readiness**
  - Work with of the many areas on campus who hires our students. Do an internship during the summer.

### Fourth Year+
- **Courses**
  - Finish your major courses and take a final capstone course, which could also be competing nationally with the **student advertising campaign.**
- **Experience**
  - Be mentored by faculty/staff in building your professional portfolio to be ready for the job market. Consider a second internship.
- **Community**
  - Complete a second internship. Become an officer in one of our clubs.
- **Career Readiness**
  - Work on your portfolio. Add work samples from classes or experiential learning. Attend networking events.

### Your Personalized Path
- Consider specializing in Social Media, Advertising, Public Relations or Sports Communication. Second major/minor is helpful.

---

**Make a meaningful IMPACT with a degree in Strategic Communications**

**DISCOVER** a rewarding career with Strategic Communications

**ALL EMPLOYERS** want employees who can communicate digitally

**FOCUS IN** advertising, PR, Social Media or Sports Comm

---

Learn more about building your custom path, visit: media.okstate.edu