MAJORS

Multimedia Journalism, BA or BS
Sports Media, BA or BS
Strategic Communication, BA or BS
Strategic Communication: Advertising & Public Relations, BA or BS
Strategic Communication: Entertainment Media, BA or BS
Strategic Communication: Special Media, BA or BS

As a media major, you will explore issues and technological changes that are currently affecting the media industry and society. Gain hands-on experience in classes working with actual clients and writing and producing stories for the media. Learn from professors with industry experience and knowledge that goes beyond any textbook. The School of Media & Strategic Communications is nationally accredited by ACEJMC for its cutting-edge curriculum and distinguished history.

PROGRAM HIGHLIGHTS

Multimedia Journalism - explore techniques of photography, cinema, audio production, and video production, while becoming an excellent writer. Choose a focus in Multimedia News or Multimedia Production.
Sports Media - learn at the largest stand-alone sports media major in the world. Choose a focus in sports journalism, sports production or sports strategic communication/information.
Strategic Communication - practice the art of communication via advertising and public relations or social media. Gain knowledge and experience in developing strategic communication campaigns including social media, marketing, promotions, events & more.
COLLEGE OF ARTS AND SCIENCES
School of Media and Strategic Communications

CAREER & INDUSTRY
Advertising
Community Relations
Digital Media
E-Sports
Film, Radio & Television
Photography
Play by Play
Public Relations
Sales & Marketing
Social Media Management
Sports Journalist
Sports Media Production

COURSES TO EXPECT
Advertising Media and Markets
Graphic Design
Multimedia Reporting
Fundamentals of Audio & Video
Media in a Diverse Society
Sports Media
Advanced Public Relations Media
Social Media
E-Sports

RESEARCH AND OPPORTUNITIES
• National Student Advertising Competition
• O’Colly Media Group
• Inside OSU
• XZY Radio
• Media House Living and Learning Community (Village D, 1st Floor)

STUDENT INTERNSHIPS
• Account Service for Leo Burnett Advertising
  - Chicago, IL
• Assistant Producer for Cumulus Media
  - Dallas, TX
• Broadcasting for National Football League
  - Manhattan, NY
• Corporate Communications for Oklahoma City Thunder
  - Oklahoma City, OK

GET INVOLVED
Stay active on campus while making lifelong friends.
Get involved with groups, such as:
• Advertising Club
• O’Colly Media Group
• Society of Professional Journalists
• Assoc. of Women in Sports Media
• Sports Media Club
• CAS Student Council

SCHOLARSHIPS
Many scholarships are available for prospective freshmen, transfer students, current students and continuing students. For more scholarship information, please visit cas.okstate.edu/scholarships

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405-744-6357

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