



SCHOOL OF
**MEDIA AND STRATEGIC
 COMMUNICATIONS**
 College of Arts and Sciences

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



	FIRST YEAR	SECOND YEAR	THIRD YEAR	FOURTH YEAR+
Your Courses	Take Gen Eds. Start with MC 1143 Media in a Diverse Society and complete some General Education courses. Take Intro to Strategic Communications.	Take MC 2003 Media Style and Structure , and MC 2023 Electronic Communication . Decide your focus in Advertising/PR, Social Media or Sports Comm .	Take courses specific to your focus. Social Media analytics, Campaigns, Event Planning, Media and Markets and Sports Comm.	Finish your major courses and take a final capstone course, which could also be competing nationally with the student advertising campaign .
Your 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.	Get more involved in strategic communications clubs. Association of Women in Communication, Strategic Communications club.	Find amazing internships doing social media content for small and large companies. Apply to compete with National Student Advertising Campaign team .	Be mentored by faculty/staff in building your professional portfolio to be ready for the job market. Consider a second internship.
Your Community	Participate in Media House (our own floor in residence halls for SMSC students) Consider joining strategic communications club. Fun events	Get more involved in a student club and planning fun events for our majors.	Visit agencies with strategic communications club and learn about internships	Complete a second internship. Become an officer in one of our clubs.
Your Career Readiness	Attend one of the networking events hosted each semester.	Look for internship opportunities. Connect with professors for insight and recommendations. Apply for numerous scholarships.	Work with of the many areas on campus who hires our students. Do an internship during the summer.	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.			

YOU WILL LEARN

How to use current media to engage audiences. How to plan and execute social media content for organizations. How a job can be FUN! How to work as a TEAM with others.

WHAT IS NEXT

Work for an agency in advertising or public relations. Plan and organize events and campaigns for companies. Manage social media content and work with influencers.

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

