



SMART CHOICE

College of Liberal Arts (COLA)

Media Studies – Public Relations Advertising (AA Communication Arts and Technologies, Strategic Communication Option – BA Media Studies – Public Relations/Advertising) (Tahlequah)

NSU Bachelor of Arts in Media Studies – Public Relations/Advertising: The media studies program in the College of Liberal Arts offers courses of study across three disciplines including public relations, advertising and multimedia. Courses include writing for the media, digital media production, digital photography, media literacy, advertising, public relations and more. Students graduating from the media studies program are well prepared to engage in a global society due to their study and experience in critical research and interpretation, student-based projects and collaboration in applied industry settings. Students in the media studies program have the opportunity to work at The Northeastern, a student-ran online publication found at www.nsunews.com.

Major Guidelines / Regulations: For admission to the BA program, students must have completed ENGL 1113, ENGL 1213 with a grade of “C” or better; completed MATH 1513 with a grade of “C” or better or score 23 or higher on the Math ACT; satisfied the university’s computer proficiency requirement; and achieved an overall GPA of 2.25 or higher. Students must achieve an overall GPA of 2.25 or higher. Students enrolled in classes offered by the COLA are expected to behave according to those Standards of Professional Behavior, found on the COLA website. Graduation with the BA degree requires that all core and major classes must be completed with a “C” or better and that 21 (of 42) credits in the BA core must be earned at NSU.

What it takes to complete a BA in Media Studies – Public Relations/Advertising from NSU. If you don’t complete your A.A. or A.S. at TCC, you will need to meet NSU’s specific general education requirements. You must complete at least 124 hours to earn a bachelor’s degree. Of those hours, 60 must be from a university (four-year school; 30-hours required from NSU), 40 must be junior and senior (3000/4000) level, and half of the hours (50%) in your major must be from NSU. You must also be both English and computer proficient. This means that you must pass ENGL 1113 Composition I and ENGL 1213 Composition II with a “C” or better and pass the designated computer proficiency class if needed. Therefore, when you transfer to NSU, you will likely need around 60 more hours to earn your bachelor’s degree.

Transferring to NSU is a seamless process. Although you can transfer to NSU at any time in your academic career, the smoothest transition occurs if you have earned or will earn an A.A. or A.S. from TCC. This milestone will also meet your general education requirements at NSU (unless it is a specific NSU requirement for you to graduate).

How do my TCC classes transfer to NSU? Every class that you take at TCC will transfer to NSU. Each class counts in one of the following categories that make up a bachelor’s degree: general education, major, minor, or free elective. Minors (18 hours) are a coherent set of courses in a discipline or interdisciplinary grouping other than a student’s degree program. **This program requires a minor.** Free electives can be selected from any academic area. They allow you to explore academic interests outside of your major while counting toward the 124 hours you need to graduate. If you completed a class at TCC that does not meet one of the other specific requirements, it will count as a free elective. If you complete more than 64 hours at the associate degree level, all courses will transfer to NSU, but may be counted as electives. You must have 60 hours from a four-year institution to meet state requirements for graduation with a baccalaureate degree.

When can you start taking NSU classes? You can begin taking classes at NSU while you are completing your A.A. or A.S. at TCC. This is called dual enrollment and many students do this each semester. Consult an NSU academic advisor and a financial aid counselor to see how dual enrollment can work for you.

TCC Communications Arts and Technologies – Strategic Communication Option, AA

to

NSU Media Studies – Public Relations/Advertising Option

**Communication Arts and Technologies, AA
Freshman Year at Tulsa Community College**

Fall Semester	Spring Semester
COMM 1113 Public Speaking	COMM 2103 Interpersonal Communication
ENGL 1083 Grammar and Mechanics	ENGL 1213 Composition II
ENGL 1113 Composition I	General Education Science without lab (3 hours)
MCOM 1013 Introduction to Mass Communication	MCOM 1113 Writing for the Mass Media
MATH 1473 Quantitative Reasoning or higher level Gen Ed Math	Required General Education Elective (3 hours)
Total Hours Per Semester = 15	Total Hours Per Semester = 15

**Communication Arts and Technologies, AA
Sophomore Year at Tulsa Community College**

Fall Semester	Spring Semester
COMM 2053 Intercultural Communication	HIST 1483 or 1493 U.S. History (3 hours)
General Education Science with lab (4 hours)	General Education Humanities Elective (6 hours)
Journalism Elective (3 hours) MCOM 1123 News Writing and Reporting is recommended	Journalism Elective (3 hours) MCOM 2023 Electronic Communication or MCOM 2183 Principles of Public Relations
Journalism Elective (3 hours) MCOM 2013 Principles of Advertising is recommended	Recommended Elective (3 hours) The JRM course not selected above is recommended
POLS 1113 American Federal Government	
Total Hours Per Semester = 16	Total Hours Per Semester = 15

After completion of your TCC courses, have the TCC Registrar send an official transcript to the NSU Admissions Office. If you have completed all requirements for an Associate degree, make sure that designation is noted on your TCC official transcript before sending to NSU. If you have not completed the requirements for an Associate degree, talk with your TCC Academic Advisor about Reverse Transfer options to use NSU coursework to complete your TCC degree.

**Media Studies – Public Relations/Advertising, BA
Junior Year at Northeastern State University**

Fall Semester	Spring Semester
M S 3233 Publication/Editing	M S 3513 Media Management and Planning
M S 3013 Digital Photography	M S 4113 Digital Media Production
M S 3/4000 Public Relations/Advertising Course (3 hours)	M S 3/4000 Public Relations/Advertising Course (3 hours)
Minor Course Work (6 hours)	Minor Course Work (3 hours)
	Upper Level Elective (3 hours)
Total Hours Per Semester = 15	Total Hours Per Semester = 15

**Media Studies – Public Relations/Advertising, BA
Senior Year at Northeastern State University**

Fall Semester	Spring Semester
M S 4533 Crisis Communication	M S 4333 Media Law
M S 4983 Media Internship I	M S 4553 Media Campaigns and Events
Minor Course Work (6 hours)	Minor Course Work (3 hours)
Upper Level Elective (6 hours)	Upper Level Elective (6 hours)
Total Hours Per Semester = 18	Total Hours Per Semester = 15

Total hours transferred from Tulsa Community College: **61**

Total hours needed from a four-year university to complete a BA in Media Studies – Public Relations/Advertising: **63**
Total Degree Plan Hours: 124

For further information, contact Dr. Dana Eversole, Department Chair, 918-444-2891, mediastudies@nsuok.edu or visit www.nsuok.edu/ms