



COLLEGE OF  
ARTS AND SCIENCES

# School of Media and Strategic Communications



## MAJORS

Multimedia Journalism, BA or BS  
Sports Media, BA or BS  
Strategic Communication, BA or BS

“OSU submerges its multimedia students into being a reporter. We are doing it as we are learning the material in class.”

- Jordan Allevato, Multimedia Journalism Major

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. Gain knowledge and experience in developing strategic communication campaigns including social media, marketing, promotions, events & more.

## CONTACT INFORMATION

**School of Media & Strategic Communications**  
206 Paul Miller - Journalism Broadcasting  
Stillwater, OK 74078  
405-744-6357  
[media.okstate.edu](http://media.okstate.edu)

to learn more, visit  
[cas.okstate.edu](http://cas.okstate.edu)



# School of Media & Strategic Communications



## CAREER & INDUSTRY

- Public Relations
- Film, Radio & Television
- Advertising
- Sports Media Production
- Sales & Marketing
- Photography
- Community Relations
- Digital Media
- Sports Journalist

## SALARY

up to

**\$44,000\***

Students majoring in Media make on average between \$38,000 and \$44,000 annually.

*\*Figured based on figures from NACE*

## COURSES TO EXPECT

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

## RESEARCH AND OPPORTUNITIES

- National Student Advertising Competition
- The O'Colly
- OStateTV
- XZY Radio
- Media House Living and Learning Community (Village C, 3rd 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
- SMSC Ambassadors
- CAS Student Council

**Oklahoma State University**  
Office of Undergraduate Admissions

[admissions.okstate.edu](https://admissions.okstate.edu) | 405-744-5358

## 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](https://cas.okstate.edu/scholarships)



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