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

to learn more, visit 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

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 | 405-744-5358

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

SALARY

*Figured based on figures from NACE

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

COLLEGE OF ARTS AND SCIENCES