

ORAL ROBERTS UNIVERSITY
 DEGREE: **Master of Arts in Strategic Communication** **ORU Online & Lifelong Learning**
 MAJOR:
 CONCENTRATION:

TOTAL HOURS REQUIRED 30
 Hours in ORU distinctives 3
 Hours in core 12
 Hours in strategic communication 9
 Hours in electives 6

Name _____
 ID _____ Date _____
 Telephone _____ Email _____
 Advisor _____

SEMESTER TAKEN	COURSE CODE	COURSE TITLE	CREDIT HOURS	SEMESTER TAKEN	COURSE CODE	COURSE TITLE	CREDIT HOURS
		YEAR 1, Fall Semester A				YEAR 1, Spring Semester B	
_____	GCOM 502	Graduate Orientation	0	_____	GCOM 533	Organizational Culture and Ethics	3
_____	GCOM 503	Spirit-Empowered Communication	3			YEAR 1, Summer Semester A	
		YEAR 1, Fall Semester B				Elective	3
_____	GCOM 513	Communication Theory and Practice*	3	_____	_____	YEAR 1, Summer Semester B	
		YEAR 1, Spring Semester A				Elective	3
_____	GCOM 523	Applied Communication Research	3				
		YEAR 2, Fall Semester A				YEAR 2, Spring Semester B	
_____	GCOM 600	Digital Media and AI Technologies	3	_____	GCOM _____	Communication Project** or Thesis**	3
		YEAR 2, Fall Semester B					
_____	GCOM 605	Audience Behavior and Digital Design	3				
		YEAR 2, Spring Semester A					
_____	GCOM 610	Social Media Campaigns	3				

=====

Above is a list of courses that must be taken in order to complete your degree. The order may change due to the availability of courses or previous graduate course work. However, it is suggested that you follow this degree plan format. **(NOTE: This is not your transfer evaluation!)**

*Students who earn a bachelor's degree in communication may petition to waive the GCOM 513 requirement but must complete 3 additional graduate credit hours in approved electives to meet the minimum credit hour requirements for the degree.

**With advisor approval.



Master of Arts in Strategic Communication

ORU Online and Lifelong Learning
2025-2026

ORU Distinctives			Credit Hours
GCOM	502	Graduate Orientation	0
GCOM	503	Spirit-Empowered Communication	3
ORU Distinctives Total			<hr/> 3
Communication Core (All Required)			
GCOM	513	Communication Theory and Practice*	3
GCOM	523	Applied Communication Research	3
GCOM	533	Organizational Culture and Ethics	3
Choice of one of the following:			3
GCOM	593	Communication Project**	
GCOM	596	Communication Thesis**	
Communication Core Total			<hr/> 12
Strategic Communication Specialization (All Required)			
GCOM	600	Digital Media and AI Technologies	3
GCOM	605	Audience Behavior and Digital Design	3
GCOM	610	Social Media Campaigns	3
Strategic Communication Total			<hr/> 9
Electives			
Choice of 6 credit hours from the following:			6
GCOM	620	Cross-Cultural Communication	
GCOM	630	Communication Internship (1-3 credit hours)	
GCOM	640	Directed Study (1-3 credit hours)**	
GCOM	650	Special Topics (1-3 credit hours)**	
GLDR	_____	Leadership Elective	
GMCM	_____	Christian Ministry Elective	
GMHA	_____	Healthcare Elective	
GSLA	_____	Sport Management Elective	
LMBA	_____	Business Elective	
Electives Total			<hr/> 6
Degree Total			<hr/> 30

*Students who earn a bachelor's degree in communication may petition to waive the GCOM 513 requirement but must complete 3 additional graduate credit hours in approved electives to meet the minimum credit hour requirements for the degree.

**With advisor approval.