# COMMUNICATION

## OKLAHOMA CHRISTIAN UNIVERSITY

OC.EDU

## PROGRAMS

COMMUNICATION (BS) - MINOR REQUIRED
- JOURNALISM TRACK
- PUBLIC RELATIONS AND SOCIAL MEDIA TRACK

INTERDISCIPLINARY STUDIES (BA)

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## FIND YOUR VOICE

A Communication degree from Oklahoma Christian University prepares you to communicate with clarity, lead with confidence and make a meaningful impact in every setting. You'll strengthen your skills in public speaking, persuasive writing, media, strategic communication and leadership while learning to think critically, build relationships and create messages that connect with diverse audiences. With experienced faculty, hands-on learning and a Christian worldview, you'll graduate ready for diverse career paths.

### GRADUATES OF THE COMMUNICATION PROGRAMS

- Communicate Strategically - Employ communication theories, perspectives, principles and concepts.
- Connect with Diverse Audiences - Create messages appropriate to specific audiences, purposes and contexts.
- Analyze Messages Critically - Use critical thinking to evaluate and interpret messages.
- Lead with Integrity - Apply ethical communication principles and practices



**$69,780**
NATIONAL MEDIAN ANNUAL SALARY FOR PUBLIC RELATIONS SPECIALISTS.[1]

**$151,160**
NATIONAL MEDIAN ANNUAL SALARY FOR LAWYERS.[1]

**$132,870**
NATIONAL MEDIAN ANNUAL SALARY FOR PUBLIC RELATIONS AND FUNDRAISING MANAGERS.[1]

**$61,160**
NATIONAL AVERAGE ANNUAL SALARY FOR MEETING, CONVENTION, AND EVENT PLANNERS.[2]

*SOURCES:*
*[1] U.S. BUREAU OF LABOR STATISTICS*
*[2] O*NET ONLINE*

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*"The OC Communication Department stands apart in the value it places on developing leaders who recognize the responsibility effective communicators have to use their abilities for good. I was taught to critically analyze the nuanced distinctions between the content of a message and the intent. I've carried these lessons with me since graduation, and they have been invaluable in my career, relationships and faith."*
*-NAT BARRACK (ALUM)*

# WHERE CAN THESE DEGREES TAKE YOU?

Whether you're passionate about telling stories, building relationships, leading organizations or creating strategic messages, a Communication degree from Oklahoma Christian University prepares you for a variety of careers including:

### PUBLIC RELATIONS & MARKETING
- Public Relations Specialist
- Communications Specialist
- Social Media Manager
- Marketing Coordinator
- Brand Strategist
- Copywriter

### MEDIA & JOURNALISM
- Reporter
- Editor
- News Producer
- Content Creator
- Multimedia Journalist

### CORPORATE COMMUNICATION
- Corporate Communications Manager
- Internal Communications Specialist
- Training & Development Specialist
- Community Relations Coordinator

### LAW & PUBLIC SERVICE
- Attorney
- Paralegal
- Legislative Assistant
- Public Affairs Specialist

### LEADERSHIP & PUBLIC SERVICE
- Public Information Officer
- Development Coordinator
- Community Outreach Director
- Fundraising Manager

### EVENTS & COMMUNITY ENGAGEMENT
- Event Coordinator
- Event Planner
- Community Engagement Specialist

**SOME CAREERS LISTED MAY REQUIRE ADDITIONAL PROFESSIONAL EXPERIENCE AND/OR EDUCATION.*

SCAN TO LEARN MORE

# WHY OC? WHY OKC?

At OC, you'll learn in small classes where faculty invest in your growth as a communicator, leader and professional. You'll have opportunities to put your skills into practice through extracurriculars like Eagle PR, The Talon, internships and community partnerships that help you build your résumé before graduation. Located just 10 minutes from downtown Oklahoma City, you'll have opportunities to connect with businesses, nonprofits, media organizations and community leaders while building the professional relationships that launch successful careers.

**19:1**
STUDENT-TO-FACULTY RATIO.

**5 MINORS**
TO CHOOSE FROM.

**2 STUDENT ORGANIZATIONS**
EAGLE PR (STUDENT PUBLIC RELATIONS & SOCIAL MEDIA) AND THE TALON (STUDENT NEWSPAPER).

**2 PROFESSIONAL TRACKS**
CHOOSE BETWEEN JOURNALISM OR PUBLIC RELATIONS & SOCIAL MEDIA.

**100%**
ACCEPTANCE RATE INTO LAW SCHOOL FOR COMMUNICATION DEPARTMENT GRADUATES.

# WHERE SOME OF OUR ALUMNI ARE WORKING

- American Fidelity
- Paycom
- Heartland Payment Systems
- Bethany Children's Health Center
- Love's Travel Stops & Country Store
- PMG Marketing
- High Five Media
- Life.Church
- ONENet
- Oklahoma Christian University

DR. BRIAN SIMMONS
PHD
CHAIR, COMMUNICATION
PROFESSOR OF COMMUNICATION