

University of Oklahoma Degree Program Inventory

Gaylord College of Journalism and Mass Communication

July 2025

| Level I | Level II | Level III | | | Level IV | | | Level V | | Online | | |
|---|---|---|----------|--|--|--|--|--|--|----------------|------------|----------|
| Degree as referenced in State Regents' policy | Degree designation as it appears in the catalog or on a diploma. Appears in abbreviated form on the student transcript. | Title of degree program as recognized by State Regents and as signed OSRHE program code | | | Specialized course of study under an umbrella degree program (referred to as an option in OSRHE policy and a major in the OU catalog). Appears in abbreviated form on the transcript in semester header. | | | Area of concentration or track within the major (requires approval at the campus-level only) | | OSRHE Approved | OSRHE 100% | HLC >50% |
| | | Program Code | CIP Code | Title of degree program | OU Major Code | Option/Major | Program Status | Concentration Code | Concentration Name | | | |
| Bachelor of Arts - BA | Bachelor of Arts in Journalism | 137 | 090401 | Journalism | B610 | Journalism | Degree change 2020 | | | | | |
| | | | | | B795 | Professional Writing | | | | | | |
| | | | | | B815 | Public Relations | | | | | | |
| | | 134 | 090903 | Journalism Advertising | B006 | Journalism Advertising | Degree change 2020 | | | | | |
| | | 135 | 090402 | Journalism Broadcasting and Electronic Media Creative Media Production | B125 B256 | Journalism Broadcasting and Electronic Media Creative Media Production | name changed 3/5/15; Degree change 2020 | | | | | |
| Master of Arts - MA | Master of Arts | 138 | 090401 | Journalism & Mass Communication | M610 | Journalism & Mass Communication | conc. deleted 9/8/11 | Q021 | Advertising & Public Relations | | | |
| | | | | | | | deleted 9/8/11 | Q351 | Information Gathering and Distribution | | | |
| | | | | | | | | Q393 | Journalism & Mass Communication-Standard | | | |
| | | | | | | | deleted 9/8/11 | Q436 | Mass Communication Management & Policy | | | |
| | | | | | | | deleted 9/8/11 | Q541 | Professional Writing | | | |
| | | | | | | | deleted 9/8/11 | Q656 | Telecommunications & New Technologies | | | |
| | | | | | M611 | Journalism & Mass Communication (Online) | approved 3/4/21; Suspend online delivery Fall 2023 | Q393 | Journalism & Mass Communication-Standard | ✓ | ✓ | ✓ |
| | | | | | M859 | Strategic Communication and Digital Strategy-OL | approved 3/4/21 | | | ✓ | ✓ | ✓ |
| Master of Specialty-M(S) | Master of Professional Writing | 352 | 231302 | Professional Writing | M795 | Professional Writing | approved 6/30/03 | | | | | |
| Graduate Certificate | Graduate Certificate | 522 | 090401 | Crisis Communication | G290 | Crisis Communication-OL (Embedded) | approved 11/15/24 | | | ✓ | ✓ | ✓ |
| | | 523 | 090401 | Media Analytics | G082 | Media Analytics-OL (Embedded) | approved 11/15/24 | | | ✓ | ✓ | ✓ |
| | | 419 | 090401 | Media Management | G083 | Media Management (Embedded) | approved 4/21/16 | | | | | |
| | | | | | G084 | Media Management-OL (Embedded) | approved 4/21/16; inactivated 4/10/18 | | | ✓ | ✓ | ✓ |
| | | 524 | 090401 | Social Media Marketing | G103 | Social Media Marketing-OL (Embedded) | approved 11/15/24 | | | ✓ | ✓ | ✓ |

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| | | Program Code | CIP Code | Title of degree program | OU Major Code | Option/Major | Program Status | Concentration Code | Concentration Name | | | |
| | | 420 | 090401 | Strategic Planning | G106 | Strategic Planning (Embedded) | approved 4/21/16 | | | | | |
| | | | | | G107 | Strategic Planning-OL (Embedded) | approved 4/21/16; inactivated 4/10/18 | | | ✓ | ✓ | ✓ |
| Doctor of Philosophy- Ph.D. | Doctor of Philosophy | 359 | 090102 | Mass Communication | D660 | Mass Communication | approved 3/23/06 | | | | | |
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