

OU Degree Inventory - Gaylord College of Journalism and Mass Communication
March 2026

Level I Degree Designation	Level II Degree Title	Level III Program Code	Level III CIP Code	Level III Program Title	Level IV Major Code	Level IV Option/Major	Program Status	Level V Code	Level V Concentration Name	Online OSRHE Approved	Online OSRHE 100%	Online HLC >50%	Location - Norman Tulsa
Bachelor of Arts - BA	Bachelor of Arts in Journalism	137	90401	Journalism	B610	Journalism	Degree change 2020						Norman
					B795	Professional Writing							Norman
					B815	Public Relations							Norman
		134	90903	Journalism Advertising	B006	Journalism Advertising	Degree change 2020						Norman
		135	90402	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						Norman
Master of Arts - MA	Master of Arts	138	90401	Journalism & Mass Communication	M610	Journalism & Mass Communication		Q393	Journalism & Mass Communication-Standard				Norman
							conc. deleted 9/8/11	Q024	Advertising & Public Relations				Norman
							deleted 9/8/11	Q354	Information Gathering and Distribution				Norman
							deleted 9/8/11	Q436	Mass Communication-Management & Policy				Norman
							deleted 9/8/11	Q544	Professional Writing				Norman
							deleted 9/8/11	Q656	Telecommunications & New Technologies				Norman
					M611	Journalism & Mass Communication (Online)	approved 3/4/21; Suspend online delivery Fall 2023	Q393	Journalism & Mass Communication-Standard	√	√	√	Norman
					M859	Strategic Communication and Digital Strategy-OL	approved 3/4/21			√	√	√	Norman
Master of Specialty - M(S)	Master of Professional Writing-Master of Fine Arts in Media Arts	352	231302-099999	Professional Writing-Media Art	M795-M258	Professional Writing-Creative Writing for Popular Media	approved 6/30/03; Degree change, program name change, CIP code change 2/24/26						Norman
					M257	Creative Media Production	option added 2/24/26						Norman
Graduate Certificate	Graduate Certificate	522	90401	Crisis Communication	G290	Crisis Communication-OL (Embedded)	approved 11/15/24			√	√	√	Norman
		523	90401	Media Analytics	G082	Media Analytics-OL (Embedded)	approved 11/15/24			√	√	√	Norman
		419	90401	Media Management	G083	Media Management (Embedded)	approved 4/21/16						Norman
					G084	Media Management-OL (Embedded)	approved 4/21/16; inactivated 4/10/18			√	√	√	Norman
		524	90401	Social Media Marketing	G103	Social Media Marketing-OL (Embedded)	approved 11/15/24			√	√	√	Norman
		420	90401	Strategic Planning	G106	Strategic Planning (Embedded)	approved 4/21/16						Norman
					G107	Strategic Planning-OL (Embedded)	approved 4/21/16; inactivated 4/10/18			√	√	√	Norman
Doctor of Philosophy- Ph.D.	Doctor of Philosophy	359	90102	Mass Communication	D660	Mass Communication	approved 3/23/06						Norman

Table Definitions

Level I - Degree designation as referenced in State Regents' policy.

Level II - Degree title as it appears in the catalog or on the diploma. Abbreviated on student transcript.

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Level III - Title of degree program as recognized by State Regents and assigned OSRHE program code.

Level IV - Specialized course of study under Level III umbrella degree program (referred to as option in OSRHE policy and major in the OU catalog). Abbreviated on student transcript.

Level V - Area of concentration or track within Level IV major (does not appear on diploma or transcript - campus level approval only).

Online - Online delivery approval. OSRHE approval is for Level III program.

Location - Programs approved for Norman and/or Tulsa campus (may be approved but not offered on a specific campus).