

East Central University
 Mass Communication - B.S.
 0495/UG23 Strategic Communication

Student Name: _____	Student ID # _____
30 hours at ECU completed _____	Advisor: _____
60 hours at Sr college completed _____	
40 hours upper level completed _____	
	OSRHE Computer Proficiency Requirement met _____

Requirements	Hours		Hours
I. General Education	40		HOURS

A maximum of 12 hours may be counted in both the major/related work and general education.
 Courses highlighted in blue are general education courses.

II. Major in Mass Communication Core: 5 HOURS

A. Required Core Courses			33 Hours
ART	1123	Computers for Creatives	
ART	2943	Principles of Graphic Design	
MCOM	1713	Introduction to Photography	
MCOM	1733	Introduction to Mass Media	
MCOM	1813	Introduction to Video Production	
MCOM	2733	Writing for Media I	
MCOM	3013	Media Practicum	
MCOM	3053	Social Media Management	
MCOM	3783	Writing for Media II	
MCOM	3853	Media Ethics and Law	
MCOM	4012	Career Preparation	
MCOM	4611	Senior Portfolio in Mass Comm	
SFA	1000	Cultural Attendance	

B. Required for Concentration in Media Production			12 Hours
COMM	2153	Interpersonal Communication	
COMM	3133	Organizational Communication	
COMM	3243	Presentational Communication	
COMM	3613	Group Dynamics	

C. Required Electives (Select 12 hours from the following)			12 Hours
COMM	3213	Persuasion	
COMM	4013	Crisis Communication	
COMM	4423	Intercultural Communication	
ENG	3183	Technical & Professional Writing	
MCOM	2743	Photojournalism	
MCOM	2753	Intro to Audio Production	
MCOM	3063	Emerging Media	
MCOM	3823	Advertising	
MCOM	3843	Advertising Copy and Layout	
MCOM	3863	Radio and Podcast Production	

_____	MCOM	3873	Intermediate Video Production
_____	MCOM	3893	Public Relations
_____	MCOM	4223	Conceptual Art Photography
_____	MCOM	4233	Documentary Production
_____	MCOM	4313	Advanced Video Production
_____	MCOM	4323	Ad/PR Campaigns
_____			(Subject named in title listing)
_____	MCOM	4711-3	Professional Internship
_____	MCOM	4733	Contemporary Issues in Mass Comm
_____	MCOM	4813	Public Relations Writing
_____	MCOM	4981-4	Seminar in Mass Comm
_____			(Subject named in title listing)
_____	MCOM	4991-4	Independent Study in Mass Comm
_____			(Subject named in title listing)

III. Minor (Not Required)

IV. Electives 23

An elective course is any college-level course not required by the degree that is utilized to reach the 120 credit hours required for degree completion. Elective courses are chosen according to the interest of the student and can be used in completion of a minor, certificate, or additional major.

V. Total Hours Required 120

VI. Special Requirements

Note 1: Students declaring a Mass Communication major starting in the fall 2015 semester or later must successfully complete one semester of SFA 1000 Cultural Attendance (zero hours credit, P/NP graded).

Additional information is available in the office of the Director of the School of Fine Arts.