

**EAST CENTRAL UNIVERSITY
 MASS COMMUNICATION - B.S.
 ADVERTISING/PUBLIC RELATIONS CONCENTRATION
 0493/UG15**

Name _____

Advisor _____

Student's Name _____ ID No. _____

DEGREE CHECK INCLUDES CURRENT ENROLLMENT

Checked by _____ Date _____ Required: 124 total hours _____ completed 30 hrs @ ECU _____ completed (15 of last 30 must be at ECU) _____ 60 hrs @ Sr College _____ completed 40 hrs upper level _____ completed HS Curricular Req _____ met _____ not met	Work in progress _____ 2.0 minimum required in the following areas: ECU Avg _____ Rtn Avg _____ Major Overall Avg _____ Major ECU Avg _____ Minor Overall Avg _____ Minor ECU Avg _____	Work lacking: Major _____ (inc A/C and Related Work) Minor _____ (incl Rel Wk) Prof Educ _____ General Educ _____ Comp Prof _____ met _____ not met Serv Lrng _____ met _____ not met
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REQUIREMENTS HOURS

I. General Education (45 HOURS)

REQUIREMENTS HOURS

Hours needed **45**
 Includes recommended Math course--MATH 1413

II. Advertising/Public Relations Concentration 55

A. Required in Mass Communication Core 16

- ___ MCOM 1733 Introduction to Mass Media
- ___ MCOM 2733 Writing for Media
- ___ MCOM 3343 Digital Publishing
- ___ MCOM 3853 Media Ethics and Law
- ___ MCOM 4611 Senior Portfolio in Mass Comm
- ___ MCOM 4733 Contemp Issues in Mass Comm
- ___ SFA 1000 Cultural Attendance (Must be repeated 2 times)

B. Required in Advertising/Public Relations Core 12

- ___ MCOM 3823 Advertising
- ___ MCOM 3843 Advertising Copy and Layout
- ___ MCOM 3893 Public Relations
- ___ MCOM 4813 Public Relations Writing

C. Required in Advertising/Public Relations Electives 27

- Select 27 hours from the following:
- ___ COMM 3133 Organizational Communication
 - ___ COMM 3213 Persuasion
 - ___ MCOM 1713 Introduction to Photography
 - ___ MCOM 1813 Introduction to Video Production
 - ___ MCOM 2743 News Writing
 - ___ MCOM 2753 Audio Production
 - ___ MCOM 2881-4 Special Studies in Mass Comm _____
 - ___ MCOM 3333 Intermediate Photography
 - ___ MCOM 3623 Web Design
 - ___ MCOM 3783 Feature Writing
 - ___ MCOM 3863 Broadcast News and Announcing
 - ___ MCOM 3873 Television Field Production

- ___ MCOM 4123 Post Production
- ___ MCOM 4221 Photography Portfolio
- ___ MCOM 4233 Documentary Production
- ___ MCOM 4313 Advanced Video Production _____
- ___ MCOM 4323 Ad/PR Campaigns _____
- ___ MCOM 4712 Professional Internship _____
- ___ MCOM 4863 Television Studio Production
- ___ MCOM 4981-4 Seminar in Mass Comm _____
- ___ MCOM 4991-4 Ind Study in Mass Comm _____
- ___ MKTG 3313 Principles of Marketing
- ___ MKTG 3813 Professional Selling
- ___ PSCOM 3863 Mass Media and U.S. Politics

III. Minor (Not Required)

IV. Electives 24

V. Total Hours Required 124

VI. Special Requirements

See catalog for specific program requirements.

“Teachers” or “methods” courses do not count in the major.

The OSRHE computer proficiency graduation requirement will be met through completion of one of the courses in the institution’s general education computer literacy option (including equated or substituted courses) or testing out of the challenge exam for one of these courses (all courses may not have challenge exams), OR successful completion of an associate of arts or associate of science degree at an Oklahoma two-year college in which the computer skills requirement was met. Satisfaction of this requirement may not reduce or remove any program requirements.

Students beginning at East Central University in the fall 2007 semester or later who have earned less than sixty-four semester hours are required to take two classes with designated service-learning component. Students transferring to ECU for the first time in the fall 2007 semester or later with sixty-four or more semester hours will be required to take one class with a service-learning component.
