

**EAST CENTRAL UNIVERSITY  
 MASS COMMUNICATIONS - B.S.  
 ADVERTISING/PUBLIC RELATIONS CONCENTRATION  
 0493/UG07**

Name

Advisor \_\_\_\_\_

Student's Name \_\_\_\_\_ S.S.N. \_\_\_\_ - \_\_\_\_ - \_\_\_\_ 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

**REQUIREMENTS**

**HOURS**

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**HOURS**

**I. General Education (45 HOURS)**

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

**II. Advertising/Public Relations Concentration **46****

- Required in Advtsg/Public Relations Concentration **46****
- \_\_\_ COMM 1153 Voice and Diction
  - \_\_\_ COMM 1713 Photography
  - \_\_\_ COMM 1733 Introduction to Mass Media
  - \_\_\_ COMM 1813 Media Equipment
  - \_\_\_ COMM 2733 Writing for Media
  - \_\_\_ COMM 2753 Radio/Audio Production
  - \_\_\_ COMM 3783 Feature Writing
  - \_\_\_ COMM 3823 Advertising I
  - \_\_\_ COMM 3843 Advertising II
  - \_\_\_ COMM 3853 Media Ethics and Law
  - \_\_\_ COMM 3873 Video Production I
  - \_\_\_ COMM 3893 Public Relations I
  - \_\_\_ COMM 4611 Senior Project in Mass Communication
  - \_\_\_ COMM 4733 Contemporary Iss in Mass Comm
  - \_\_\_ COMM 4743 Editing and Design
  - \_\_\_ COMM 4813 Public Relations II

**III. Related Work **3****

- Three hours from the following:
- \_\_\_ Three hours approved Art \_\_\_\_\_
  - \_\_\_ COMM 3133 Organizational Communication
  - \_\_\_ COMM 3213 Persuasion
  - \_\_\_ COMM 4883 Sports Production

**IV. Minor (Required) **16-21****

**V. Electives **9-14****

**VI. Total Hours Required **124****

**VII. Special 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. Student 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.

**MINOR** \_\_\_\_\_
