

**Transfer
with
Ease**

Articulation Agreement

BACHELOR OF SCIENCE: MASS COMMUNICATION

Advertising/Public Relations Catalog Year 2022 - 2023

Eastern Oklahoma State College

East Central University

Associate of Arts Mass Communication

- OLS 1111 Orientation and Library Science
- ENGL 1113 Freshman Composition I
- —3 Mathematics
- SPCH 1113 Fundamentals of Speech OR
- SPCH 2233 Business & Professional Speech
- MCOMM 1113 Intro to Mass Communications*
- —3 hrs. Social Science 16 hrs.

- ENGL 1213 Freshman Composition II
- CIS 1113 Computer Applications
- MCOMM 1103 Fundamentals of Photography*
- MCOMM 1143 Fundamentals of Public Relations*
- MCOMM 1213 Newspaper Reporting* 15 hrs.

- MCOMM 2123 Principles of Mass Media Advertising*
- POL SC 1113 American Federal Government
- —3 Humanities (VI A)
- —4 hrs. Life Science
- —3 hrs. General Education Elective 16 hrs.

- HIST 1483 American History to 1877 OR HIST 1493 American History since 1877
- MCOMM 2133 Radio Broadcasting*
- —4 hrs. Physical Science
- —3 hrs. Humanities (VI B)
- —3 hrs. Major Related Elective 16 hrs.

Total Credit Hours **63 hrs.**

* Please see chart on second page for course equivalencies

Bachelor of Science Mass Communication

- MCOM 3343 Digital Publishing
- —3 hrs. Major Elective
- —3 hrs. Elective
- —3 hrs. Elective
- —3 hrs. Elective 15 hrs.

- COMM 2733 Writing for Media
- COMM 3843 Advertising Copy and Layout
- COMM 3853 Media Ethics and Law
- COMM 4813 Public Relations Writing
- SFA 1000 Cultural Attendance
- —3 hrs. Major Elective 15 hrs.

- MCOM 4733 Contemporary Issues in Mass Communication
- SFA 1000 Cultural Attendance
- —3 hrs. Major Elective
- —3 hrs. Major Elective
- —3 hrs. Elective
- —3 hrs. Elective
- —1 hr. Elective 16 hrs.

- COMM 4611 Senior Portfolio in Mass Communications
- —3 hrs. Major Elective
- —3 hrs. Major Elective
- —3 hrs. Elective
- —3 hrs. Elective
- —3 hrs. Elective 16 hrs.

Total Credit Hours **62 hrs.**



YOUR FUTURE - YOUR CHOICE



Course Equivalency Table

Eastern Oklahoma State College	East Central University
MCOMM 1113 Intro to Mass Communications	MCOM 1733 Introduction to Mass Media
MCOMM 1103 Fundamentals of Photography	MCOM 1713 Introduction to Photography
MCOMM 1143 Fundamentals of Public Relations**	MCOM3893 Public Relations
MCOMM 1213 Newspaper Reporting	MCOM 2743 News Writing
MCOMM 2123 Principles of Mass Media Advertising**	MCOM 3823 Advertising
MCOMM 2133 Radio Broadcasting**	MCOM 3863 Radio News

NOTES:

- ⇒ Articulated using EOSC's A.A. in Mass communication. Articulated without a minor. A minor is not required, if a minor is desired, please see an advisor for appropriate courses.
- ⇒ **Will transfer as course content but not for upper level credit: Student should meet with an ECU advisor for more information.
- ⇒ A student transferring with an Associate degree in Arts or Science from EOSC fulfills ECU's general education requirement by transferring his or her credit to East Central University. Transferring credit for general education does not eliminate or otherwise affect any of the following ECU requirements: (1) prerequisites; (2) specific requirements in majors, minors, or related work in these areas; or (3) the requirements for teacher certification. General Education equivalencies can be found by referring to either the Oklahoma State Regents Transfer Matrix or the ECU Transfer Matrix. Both matrices can be found at www.ecok.edu by clicking on *Admissions* and scrolling down to *Course Transfer Matrix*.
- ⇒ A student must earn at least 40 semester hours in upper-division courses (numbered 3000 or higher). A course taught at EOSC may equate in content to an ECU 3000-4000 level course, but it will not be counted as part of the 40 hours of upper level courses.
- ⇒ A student must earn at least 60 semester hours, excluding physical activity courses, at a baccalaureate degree granting institution.
- ⇒ A Student must earn at least 124 credit hours that apply to an ECU Bachelor's degree.