

**EAST CENTRAL UNIVERSITY**  
**MASS COMMUNICATION B.S.**  
**ADVERTISING/PUBLIC RELATIONS**

**0493**

2025-26 Catalog Year

**Requirements for Bachelor's Degrees**

- 30 hours at ECU
- 60 hours at four-year institution
- 40 hours upper level courses
- OSRHE computer proficiency requirement

**I. General Education 40 hours**

A maximum of 12 hours may be counted in both the major/related work and general education.

**II. Major in Mass Communication 57 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 Advertising/Public Relations 12 hours**

- MCOM 3823 Advertising
- MCOM 3843 Advertising Copy and Layout
- MCOM 3893 Public Relations
- MCOM 4323 Ad/PR Campaigns

**C. Major Electives 12 hours**

Select twelve (12) hours from the following:

- COMM 3133 Organizational Communication
- COMM 3303 Persuasion
- COMM 3943 Group Dynamics
- COMM 4013 Crisis Communication
- COMM 4423 Intercultural Communication
- ENG 3183 Technical and Professional Writing
- MKTG 3313 Principles of Marketing
- MKTG 3813 Professional Selling
- MCOM 2743 Photojournalism

- MCOM 2753 Introduction to Audio Production
- MCOM 3063 Emerging Media
- MCOM 3333 Intermediate Photography
- MCOM 3343 Imaging for Media
- MCOM 3863 Radio and Podcast Production
- MCOM 3873 Intermediate Video Production
- MCOM 4123 Short Film Production
- MCOM 4223 Conceptual Art Photography
- MCOM 4233 Documentary Production
- 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 hours**

**V. Total Hours Required 120 hours**