

EAST CENTRAL UNIVERSITY
MASS COMMUNICATION B.S.
STRATEGIC COMMUNICATION
0495

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 Strategic 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 Communication
- SFA 1000 Cultural Attendance

B. Required for Strategic Concentration 12 hours

- COMM 2153 Interpersonal Communication
- COMM 3133 Organization Communication
- COMM 3243 Presentational Communication
- COMM 3613 Group Dynamics

C. Major Electives 12 hours

Select twelve (12) hours from the following:

- COMM 3213 Persuasion
- COMM 4013 Crisis Communication
- COMM 4423 Intercultural Communication
- ENG 3183 Technical & Professional Writing
- MCOM 2743 Photojournalism
- MCOM 2753 Introduction 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 hours

V. Total Hours Required 120 hours