

EAST CENTRAL UNIVERSITY
CLASS
2023-2024 Mass Communication: Ad/PR Degree Plan

FIRST YEAR

Fall Semester

- **ART 1123** Computers for Creatives OR another MCOM course
- **MCOM 1733** Intro to Mass Media OR another MCOM course
- **UNIV 1001** Tiger Connect (Information Literacy)
- **ENG 1113** Freshman Composition I (Communication) OR another General Education requirement
- **Mathematical & Statistical Reasoning** - Recommended **MATH 1413** OR another General Education requirement
- General Education Requirement (**Global Citizenship**) **XXX3**

16 Total Hours

Spring Semester

- **MCOM 1813** Intro to Video Production **OR** **MCOM 1713** Intro to Photo OR another MCOM course
- **ENG 1213** Freshman Composition II (Information Literacy) OR another General Education requirement
- **Nature & Science (Includes Lab) XXX4** OR another General Education requirement
- **Civic Consciousness** (Critical Thinking) **XXX3** OR another General Education requirement
- **General Education Elective XXX3** OR another General Education requirement

16 Total Hours

SECOND YEAR

Fall Semester

- **MCOM 2733** Writing for Media I (**Communication**) OR another MCOM course
- **MCOM 3893** Public Relations OR another MCOM/COMM/MKTG course
- **ART 2943** Principles of Graphic Design OR another MCOM course
- **Civic Consciousness** (Critical Thinking) **XXX3** OR another General Education requirement
- **Cultural & Aesthetic Awareness XXX3** OR another General Education requirement
- **SFA 1000** Cultural Attendance

15 Total Hours

Spring Semester

- **MCOM 1713** Intro to Photo OR **MCOM 1813** Intro to Video Production OR another MCOM course
- **MCOM 3823** Advertising OR another MCOM/COMM/MKTG course
- **Exploration & Personal Enrichment XXX3** OR another General Education requirement
- **Nature & Science XXX3** OR another General Education requirement
- **Cultural & Aesthetic Awareness XXX3** OR another General Education requirement

15 Total Hours

THIRD YEAR

Fall Semester

- **MCOM 3783 Writing for Media II** OR another MCOM course
- **MCOM 3013 Media Practicum** OR another MCOM course
- **MCOM/COMM/MKTG Required Elective XXX3** OR any MCOM core course not yet completed
- **Any Elective** (Upper Level) **XXX3**
- **Any Elective** (Upper Level) **XXX3**

15 Total Hours

Spring Semester

- **MCOM 4012 Career Preparation**
- **MCOM 3853 Media Ethics & Law** OR another MCOM/COMM/MKTG course
- **MCOM 3053 Social Media Management** OR another MCOM/COMM/MKTG course
- **MCOM 3843 Advertising Copy & Layout** OR another MCOM/COMM/MKTG course
- **MCOM 4711 Internship**
- **Any Elective** (Upper Level) **XXX3**

15 Total Hours

FOURTH YEAR

Fall Semester

- **MCOM/COMM/MKTG Required Elective XXX3** OR any MCOM core course not yet completed
- **MCOM/COMM/MKTG Required Elective XXX3** OR any MCOM core course not yet completed
- **General Education Elective XXX3** OR another General Education requirement
- **Any Elective** (Upper Level) **XXX3**
- **Any Elective** (Upper Level) **XXX3**

15 Total Hours

Spring Semester

- **MCOM 4611 Senior Portfolio**
- **MCOM 4323 AD/PR Campaigns** OR any MCOM/COMM/MKTG Required Elective
- **MCOM/COMM/MKTG Required Elective XXX3** OR any MCOM core course not yet completed
- **Any Elective** (Upper Level) **XXX3**
- **Any Elective** (Upper Level) **XXX3**

13 Total Hours

NOTES:

- Minor is not required. If student chooses a minor then they will replace “Any Elective (Upper Level)” with their minor classes. Students can also take additional MCOM, ART, COMM, or MKT classes in place of “Any Elective (Upper Level)”.
- The Mass Communication major is part of the Art+Design : Media+Communication department and as such, students can take enroll in certain courses that have either the MCOM, ART, OR COMM prefix. Students who declare a concentration in Advertising/Public Relations can also take courses with the MKTG prefix listed with the School of Business.
- Students declaring a Mass Communication major starting in the fall of 2022 must successfully complete one semester of SFA 1000 Cultural Attendance (zero hours credit, P/NP graded. Students on catalog years before 2022 must complete two semesters of SFA 1000.
- Students are highly encouraged to take their math and lab science classes within the first 2 semesters because it is still familiar from high school and if remediation classes are needed they must be completed within the first 24 credit hours.
- The recommended courses are listed for each semester in addition to an “OR” option that is an acceptable replacement for the recommended course.