

East Central University
 Mass Communication - B.S.
 0493/UG23 Advertising/Public Relations

Student Name:	Student ID #
30 hours at ECU completed	Advisor: _____
60 hours at Sr college completed	
40 hours upper level completed	OSRHE Computer Proficiency Requirement met <input type="checkbox"/>

Requirements	Hours	Hours
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I. General Education	40	
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A maximum of twelve hours may be counted in both the major/related work and general education.

Courses highlighted in blue are general education courses.

II. Major in Mass Communication Core:	57	
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A. Required Core Courses		33
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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 Concentration in Media Production		12
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MCOM	3823	Advertising
MCOM	3843	Advertising Copy and Layout
MCOM	3893	Public Relations
MCOM	4323	Ad/PR Campaigns

C. Required Electives		12
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(Select 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)

IV. Minor (Not Required)		
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V. Electives		23
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An elective course is any college-level course not required by the degree that is utilized to reach the 120 credit hours required for degree completion. Elective courses are chosen according to the interest of the student and can be used in completion of a minor, certificate, or additional major.

VI. Total Hours Required		120
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VII. Special Requirements		
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Note 1: Students declaring a Mass Communication major starting in the fall 2015 semester or later must successfully complete one semester of SFA 1000 Cultural Attendance (zero hours credit, P/NP graded).

Additional information is available in the office of the Director of the School of Fine Arts.