

East Central University
Mass Communication - B.S.
0494/UG23 Media Production

Student Name: _____	Student ID # _____
30 hours at ECU completed _____	Advisor: _____
60 hours at Sr college completed _____	
40 hours upper level complete _____	
	OSRHE Computer Proficiency Requirement met _____

Requirements	Hours	Hours
I. General Education	40	

A maximum of 12 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:	5	57
--	----------	-----------

A. Required Core Courses			33
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
MCOM	2753	Introduction to Audio Production	
MCOM	3333	Intermediate Photography	
MCOM	3343	Imaging for Media	
MCOM	3873	Intermediate Video Production	

C. Required Electives (Select 12 hours from the following)			12
ART	2153	Typography I	
ART	3303	Motion Graphics	
ART	3943	Graphic Design I	
ENG	3143	Introduction to Film	
MCOM	2743	Photojournalism	
MCOM	3023	Audio Engineering I	
MCOM	3043	AR/VR Production	
MCOM	3063	Emerging Media	
MCOM	3823	Advertising	
MCOM	3843	Advertising Copy and Layout	

MCOM	3863	Radio and Podcast Production
MCOM	3893	Public Relations
MCOM	4023	Audio Engineering II
MCOM	4123	Short Film Production
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)

IV. Minor (Not Required)

V. Electives 23

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

VII. Special Requirements

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.