

East Central University
Mass Communication - B.S.
0495/UG23 Strategic Communication

Student Name:	Student ID #
<input type="text" value="30 hours at ECU completed"/>	Advisor: <input style="width: 80%;" type="text"/>
<input type="text" value="60 hours at Sr college completed"/>	
<input type="text" value="40 hours upper level completed"/>	<input style="width: 80%;" type="text" value="OSRHE Computer Proficiency Requirement met"/>

Requirements	Hours	Hours
I. General Education	40	HOURS

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 HOURS

A. Required Core Courses 33 Hours		
<input type="checkbox"/>	ART 1123	Computers for Creatives
<input type="checkbox"/>	ART 2943	Principles of Graphic Design
<input type="checkbox"/>	MCOM 1713	Introduction to Photography
<input type="checkbox"/>	MCOM 1733	Introduction to Mass Media
<input type="checkbox"/>	MCOM 1813	Introduction to Video Production
<input type="checkbox"/>	MCOM 2733	Writing for Media I
<input type="checkbox"/>	MCOM 3013	Media Practicum
<input type="checkbox"/>	MCOM 3053	Social Media Management
<input type="checkbox"/>	MCOM 3783	Writing for Media II
<input type="checkbox"/>	MCOM 3853	Media Ethics and Law
<input type="checkbox"/>	MCOM 4012	Career Preparation
<input type="checkbox"/>	MCOM 4611	Senior Portfolio in Mass Comm
<input type="checkbox"/>	SFA 1000	Cultural Attendance
<input type="checkbox"/>		

B. Required for Concentration in Media Production 12 Hours		
<input type="checkbox"/>	COMM 2153	Interpersonal Communication
<input type="checkbox"/>	COMM 3133	Organizational Communication
<input type="checkbox"/>	COMM 3243	Presentational Communication
<input type="checkbox"/>	COMM 3613	Group Dynamics
<input type="checkbox"/>		

C. Required Electives (Select 12 hours from the following) 12 Hours		
<input type="checkbox"/>	COMM 3213	Persuasion
<input type="checkbox"/>	COMM 4013	Crisis Communication
<input type="checkbox"/>	COMM 4423	Intercultural Communication
<input type="checkbox"/>	ENG 3183	Technical & Professional Writing
<input type="checkbox"/>	MCOM 2743	Photojournalism
<input type="checkbox"/>	MCOM 2753	Intro to Audio Production
<input type="checkbox"/>	MCOM 3063	Emerging Media
<input type="checkbox"/>	MCOM 3823	Advertising
<input type="checkbox"/>	MCOM 3843	Advertising Copy and Layout
<input type="checkbox"/>	MCOM 3863	Radio and Podcast Production

<input type="checkbox"/>	MCOM 3873	Intermediate Video Production
<input type="checkbox"/>	MCOM 3893	Public Relations
<input type="checkbox"/>	MCOM 4223	Conceptual Art Photography
<input type="checkbox"/>	MCOM 4233	Documentary Production
<input type="checkbox"/>	MCOM 4313	Advanced Video Production
<input type="checkbox"/>	MCOM 4323	Ad/PR Campaigns
<input type="checkbox"/>		(Subject named in title listing)
<input type="checkbox"/>	MCOM 4711-3	Professional Internship
<input type="checkbox"/>	MCOM 4733	Contemporary Issues in Mass Comm
<input type="checkbox"/>	MCOM 4813	Public Relations Writing
<input type="checkbox"/>	MCOM 4981-4	Seminar in Mass Comm
<input type="checkbox"/>		(Subject named in title listing)
<input type="checkbox"/>	MCOM 4991-4	Independent Study in Mass Comm
<input type="checkbox"/>		(Subject named in title listing)

III. Minor (Not Required)

IV. 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.

V. Total Hours Required 120

VI. 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.