

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

<b>Student Name:</b>	<b>Student ID #</b>	<b>Advisor:</b>
30 hours at ECU completed		
60 hours at Sr college completed		
40 hours upper level completed		OSRHE Computer Proficiency Requirement met

Requirements	Hours	Hours
<b>I. General Education</b>	40	<b>HOURS</b>

*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**

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 Hours**

COMM 2153	Interpersonal Communication
COMM 3133	Organizational Communication
COMM 3243	Presentational Communication
COMM 3613	Group Dynamics

**C. Required Electives (Select 12 hours from the following) 12 Hours**

COMM 3213	Persuasion
COMM 4013	Crisis Communication
COMM 4423	Intercultural Communication
ENG 3183	Technical & Professional Writing
MCOM 2743	Photojournalism
MCOM 2753	Intro 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**

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.