

# Articulation Agreement

## BACHELOR OF SCIENCE: MASS COMM. AD/PUBLIC RELATIONS

### Catalog Year 2024 - 2025

#### Seminole State College

##### Associate in Arts (AA)

##### Liberal Studies - Language Arts Emphasis

CAP 1103 - Introduction to Microsoft Office  
 STSC 1002 - Learning Strategies  
 ENG 1113 - English Comp I\*  
 MATH xxx3 - One Math Course  
     MATH 1413 - Quantitative Reasoning recommended  
 \_\_\_ xxx3 - Major Elective (1 of 7)  
 \_\_\_ xxx3 - Major Elective (2 of 7)

17 hrs

ENG 1213 - English Comp II\*  
 HIST xxx3 - One History Course  
     HIST 1483 - American History to 1877 (or)  
     HIST 1493 - American History since 1877  
 HPER 1012 - Wellness & Human Dev. (or)  
     Two HPER Activity Courses  
 \_\_\_ xxx3 - Major Elective (3 of 7)  
 \_\_\_ xxx4 - Physical Science with Lab

15 hrs

GOV 1113 - American National Government  
 SPCH 1143 - Speech  
 HUM xxx3 - GEN ED Required Humanities (1 of 2)  
 \_\_\_ xxx4 - Life Science with Lab  
 \_\_\_ xxx3 - Major Elective (4 of 2)

16 hrs

HUM xxx3 - GEN ED Required Humanities (2 of 2)  
 \_\_\_ xxx3 - Elective - Psychology, Social Sciences, Fine Arts  
 \_\_\_ xxx3 - Major Elective (5 of 7)  
 \_\_\_ xxx3 - Major Elective (6 of 7)  
 \_\_\_ xxx3 - Major Elective (7 of 7)

15 hrs

**Total Credit Hours..... 63 hrs**

\* Please see chart on second page for course equivalencies.

#### East Central University

##### Bachelor of Science (BS)

##### Mass Communication - Ad / Public Relations

MCOM 1733 - Introduction to Mass Media  
 MCOM 3823 - Advertising  
 MCOM 1813 - Intro to Video Production  
 SFA 1000 - Cultural Attendance  
 ART 2943 - Principles of Graphic Design  
 ART 1123 - Computers for Creatives

15 hrs

MCOM 3853 - Media Ethics and Law  
 MCOM 2733 - Writing for Media I  
 MCOM 3013 - Media Practicum  
 MCOM 1713 - Intro to Photography  
 MCOM 3053 - Social Media Management

15 hrs

MCOM 3843 - Advertising Copy & Layout  
 MCOM 3893 - Public Relations  
 MCOM 3783 - Writing for Media II  
 \_\_\_ xxx3 - Major Elective  
 \_\_\_ xxx3 - Major Elective

15 hrs

MCOM 4611 - Senior Portfolio in Mass Communications  
 MCOM 4012 - Career Preparation  
 MCOM 4323 - Ad/PR Campaigns  
 \_\_\_ xxx3 - Major Elective  
 \_\_\_ xxx3 - Major Elective  
 \_\_\_ xxx3 - Upper Level Elective

15 hrs

**Total Credit Hours..... 60 hrs**

Number of elective hours may vary depending on transfer of credit.



YOUR FUTURE - YOUR CHOICE



# Course Equivalency Table

## Seminole State College

ENG 1113 - Comp I / ENG 1213 - Comp II

## East Central University

ENG 1113 - Comp I / ENG 1213 - Comp II

### NOTES

- ⇒ Articulated using SSC's A.A. in Liberal Studies - Language Arts emphasis, without a minor. A minor is not required.
- ⇒ A student transferring with an Associate degree in Arts or Science from SSC fulfills ECU's general education requirement by transferring his or her credit to East Central University. Transferring credit for general education does not eliminate or otherwise affect any of the following ECU requirements: (1) prerequisites; (2) specific requirements in majors, minors or related work in these areas; or (3) the requirements for teacher certification. General Education equivalencies can be found by referring to either the Oklahoma State Regents Transfer Matrix or the ECU Transfer Matrix. Both matrices can be found at [www.ecok.edu](http://www.ecok.edu) by clicking on *Academics* and scrolling down to *Course Transfer Matrix*.
- ⇒ A student must earn at least 40 semester hours in upper-division courses (numbered 3000 or higher). A course taught at SSC may equate in content to an ECU 3000-4000 level course, but it will not be counted as part of the 40 hours of upper level courses.
- ⇒ A student must earn at least 60 semester hours, excluding physical activity courses, at a baccalaureate degree granting institution.
- ⇒ A student must earn at least 120 credit hours that apply to an ECU Bachelor's degree.