

**EAST CENTRAL UNIVERSITY
 MASS COMMUNICATION - B.S.
 ADVERTISING/PUBLIC RELATIONS CONCENTRATION
 0493/UG19**

Name

Advisor _____

Student's Name _____ ID No. _____

DEGREE CHECK INCLUDES CURRENT ENROLLMENT

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| Checked by _____ Date _____ Required: 124 total hours _____ completed 30 hrs @ ECU _____ completed (15 of last 30 must be at ECU) _____ 60 hrs @ Sr College _____ completed 40 hrs upper level _____ completed HS Curricular Req ___ met ___ not met | Work in progress _____ 2.0 minimum required in the following areas: ECU Avg _____ Rtn Avg _____ Major Overall Avg _____ Major ECU Avg _____ Minor Overall Avg _____ | Work lacking: Major _____ (inc A/C and Related Work) Minor _____ (incl Rel Wk) Prof Educ _____ General Educ _____ Comp Prof ___ met ___ not met |
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REQUIREMENTS HOURS

I. General Education (44 HOURS)

Hours needed **44**
 Includes recommended Math course--MATH 1413

II. Advertising/Public Relations Concentration 55

A. Required in Mass Communication Core 16
 ___ MCOM 1733 Introduction to Mass Media
 ___ MCOM 2733 Writing for Media
 ___ MCOM 3343 Digital Publishing
 ___ MCOM 3853 Media Ethics and Law
 ___ MCOM 4611 Senior Portfolio in Mass Comm
 ___ MCOM 4733 Contemp Issues in Mass Comm
 ___ SFA 1000 Cultural Attendance (Must be repeated 2 times)

B. Required in Advertising/Public Relations Core 12
 ___ MCOM 3823 Advertising
 ___ MCOM 3843 Advertising Copy and Layout
 ___ MCOM 3893 Public Relations
 ___ MCOM 4813 Public Relations Writing

C. Required in Advertising/Public Relations Electives 27
 Select 27 hours from the following:
 ___ COMM 3133 Organizational Communication
 ___ COMM 3213 Persuasion
 ___ MCOM 1713 Introduction to Photography
 ___ MCOM 1813 Introduction to Video Production
 ___ MCOM 2743 News Writing
 ___ MCOM 2753 Audio Production
 ___ MCOM 2881-4 Special Studies in Mass Comm _____
 ___ MCOM 3333 Intermediate Photography
 ___ MCOM 3623 Web Design
 ___ MCOM 3783 Feature Writing
 ___ MCOM 3863 Broadcast News and Announcing
 ___ MCOM 3873 Television Field Production

REQUIREMENTS HOURS

___ MCOM 4123 Post Production
 ___ MCOM 4223 Photography Portfolio
 ___ MCOM 4233 Documentary Production
 ___ MCOM 4313 Advanced Video Production _____
 ___ MCOM 4323 Ad/PR Campaigns _____
 ___ MCOM 4711-3 Professional Internship _____
 ___ MCOM 4863 Television Studio Production
 ___ MCOM 4981-4 Seminar in Mass Comm _____
 ___ MCOM 4991-4 Ind Study in Mass Comm _____
 ___ MKTG 3313 Principles of Marketing
 ___ MKTG 3813 Professional Selling
 ___ PSCOM 3863 Mass Media and U.S. Politics

III. Minor (Not Required)

IV. Electives 25

V. Total Hours Required 124

VI. Special Requirements

See catalog for specific program requirements.

“Teachers” or “methods” courses do not count in the major.

The OSRHE computer proficiency graduation requirement will be met through completion of one of the courses in the institution’s general education computer literacy option (including equated or substituted courses) or testing out of the challenge exam for one of these courses (all courses may not have challenge exams), OR successful completion of an associate of arts or associate of science degree at an Oklahoma two-year college in which the computer skills requirement was met. Satisfaction of this requirement may not reduce or remove any program requirements.

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