

**EAST CENTRAL UNIVERSITY  
 MASS COMMUNICATION - B.S.  
 ADVERTISING/PUBLIC RELATIONS CONCENTRATION  
 0493/UG22**

Name

Advisor \_\_\_\_\_

Student's Name \_\_\_\_\_ ID No. \_\_\_\_\_

**DEGREE CHECK INCLUDES CURRENT ENROLLMENT**

Checked by \_\_\_\_\_ Date \_\_\_\_\_  
 Required:  
 120 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

**I. General Education (44 HOURS)**

Hours needed	44	_____MCOM	3873 Intermediate Video Production
		_____MCOM	4123 Short Film Production
		_____MCOM	4223 Conceptual Art Photography
II. Major in Mass Communication	57	_____MCOM	4233 Documentary Production
		_____MCOM	4711-3 Professional Internship
		_____MCOM	4733 Contemporary Issues in Mass Comm

**A. Required in Mass Communication Core**

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_____ART	1123 Computers for Creatives	_____MCOM	4813 Public Relations Writing
_____ART	2943 Principles of Graphic Design	_____MCOM	4981-4 Seminar in Mass Comm (Subject named in title listing)
_____MCOM	1713 Introduction to Photography	_____MCOM	4991-4 Ind Study in Mass Comm (Subject named in title listing)
_____MCOM	1733 Introduction to Mass Media	_____MKTG	3313 Principles of Marketing
_____MCOM	1813 Introduction to Video Production	_____MKTG 3	813 Professional Selling
_____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		

**III. Minor (Not Required)**

**IV. Electives** 19

**V. Total Hours Required** 120

**VI. Special Requirements**

**B. Required for Advertising/Public Relations**

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_____MCOM	3823 Advertising
_____MCOM	3843 Advertising Copy and Layout
_____MCOM	3893 Public Relations
_____MCOM	4323 Ad/PR Campaigns (Subject named in title listing)

**C. Required Electives**

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Select 12 hours from the following:

_____COMM	3133 Organizational Communication
_____COMM	3213 Persuasion
_____COMM	3613 Group Dynamics
_____COMM	4013 Crisis Communication
_____COMM	4423 Intercultural Communication
_____ENG	3183 Technical & Professional Writing
_____MCOM	2743 Photojournalism
_____MCOM	2753 Introduction to Audio Production
_____MCOM	3063 Emerging Media
_____MCOM	3333 Intermediate Photography
_____MCOM	3343 Imaging for Media
_____MCOM	3863 Radio and Podcast Production

**Note 1:** Students declaring a Mass Communication major starting in 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.

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.