

**EAST CENTRAL UNIVERSITY
MASS COMMUNICATION - B.S.
STRATEGIC COMMUNICATION CONCENTRATION
0493/UG22**

Name _____

Advisor _____

Student's Name _____ ID No. _____

DEGREE CHECK INCLUDES CURRENT ENROLLMENT

Checked by _____ Date _____	Work in progress _____	
Required: 124 total hours _____ completed	2.0 minimum required in the following areas:	Work lacking:
30 hrs @ ECU _____ completed	ECU Avg _____ Rtn Avg _____	Major _____ (inc A/C and Related Work)
(15 of last 30 must be at ECU) _____	Major Overall Avg _____	Minor _____ (incl Rel Wk)
60 hrs @ Sr College _____ completed	Major ECU Avg _____	Prof Educ _____
40 hrs upper level _____ completed	Minor Overall Avg _____	General Educ _____
HS Curricular Req ___met ___not met		Comp Prof ___met ___not met

<u>REQUIREMENTS</u>	<u>HOURS</u>	<u>REQUIREMENTS</u>	<u>HOURS</u>
I. General Education (44 HOURS)	44	____MCOM 4225 Conceptual Art Photography	
Hours needed		____MCOM 4233 Documentary Production	
		____MCOM 4313 Advanced Video Production	
		____MCOM 4323 Ad/PR Campaigns	
II. Major in Mass Communication	57	(Subject named in title listing)	
A. Required in Mass Communication Core	33	____MCOM 4711-3 Professional Internship	
____ART 1123 Computers for Creatives		____MCOM 4733 Contemporary Issues in Mass Comm	
____ART 2943 Principles of Graphic Design		____MCOM 4813 Public Relations Writing	
____MCOM 1713 Introduction to Photography		____MCOM 4981-4 Seminar in Mass Comm	
____MCOM 1733 Introduction to Mass Media		(Subject named in title listing)	
____MCOM 1813 Introduction to Video Production		____MCOM 4991-4 Ind Study in Mass Comm	
____MCOM 2733 Writing for Media I		(Subject named in title)	
____MCOM 3013 Media Practicum		II. Minor (Not Required)	
____MCOM 3053 Social Media Management		IV. Electives	19
____MCOM 3783 Writing for Media II		V. Total Hours Required	120
____MCOM 3853 Media Ethics and Law			
____MCOM 4012 Career Preparation			
____MCOM 4611 Senior Portfolio in Mass Comm			
____SFA 1000 Cultural Attendance			
B. Required for Strategic Communications	12		
____COMM 2153 Interpersonal Communication			
____COMM 3133 Organizational Communication			
____COMM 3243 Presentational Communication			
____COMM 3613 Group Dynamics			
C. Required Electives	12		
Select 12 hours from the following:			
____COMM 3213 Persuasion			
____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 3823 Advertising			
____MCOM 3843 Advertising Copy and Layout			
____MCOM 3863 Radio and Podcast Production			
____MCOM 3873 Intermediate Video Production			
____MCOM 3893 Public Relations			

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 OSHRE computer proficiency graduation requirement will be met through completion of one of the courses in the institution's general education computer literacy options (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