

# Articulation Agreement

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

### Catalog Year 2024 - 2025

#### Eastern Oklahoma State College

#### Associate of Arts (AA) Mass Communication

OLS 1111 - Orientation  
 ENGL 1113 - Freshman Composition I  
 MATH 1503- Survey of Mathematics (or)  
     MATH 1513 - College Algebra  
 SPCH 1113 - Fundamentals of Speech \* (or)  
     SPCH 2233 - Business & Professional Speech  
 MCOMM 1113 - Intro to Mass Communication\* 15 hrs  
 \_\_\_ xxx3 - Behavior and Social Science Elective:  
     PSY 1113, SOC 1113, GEOG 2723, ECON 2113 or 2123  
16 hrs

ENG 1213 - Freshman Composition II  
 CIS 1113 - Computer Applications  
 MCOMM 1103 - Fundamentals of Photography\*  
 MCOMM 1143 - Fundamentals of Public Relations\*  
 MCOMM 1213 - Newspaper Reporting\* 15 hrs

MCOMM 2123 - Principles of Mass Media Advertising\*  
 POLSC 1113 - American Federal Government  
 \_\_\_ xxx3 - Humanities (VI.A)  
 \_\_\_ xxx4 - Life Science  
 \_\_\_ xxx3 - General Education Elective 15 hrs

16 hrs

HIST 1483 - American History to 1877\* (or)  
     HIST 1493 - American History since 1877\*  
 MCOMM 2133 - Radio Broadcasting\*  
 \_\_\_ xxx4 - Physical Science  
 \_\_\_ xxx3 - Humanities (VI.B)  
 \_\_\_ xxx3 - Major Related Elective 15 hrs

16 hrs

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

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

#### East Central University

#### Bachelor of Science (BS)

#### Mass Communication - Advertising/Public Relations

ART 1123 - Computers for Creatives  
 ART 2943 - Principles of Graphic Design  
 MCOM 2733 - Writing for Media I  
 MCOM 3843 - Advertising Copy & Layout  
 MCOM 1813 - Intro to Video Production 15 hrs

MCOM 3783 - Writing for Media II  
 MCOM 3013 - Media Production  
 MCOM 3853 - Media Ethics and Law  
 MCOM 3053 - Social Media Management  
 SFA 1000 - Cultural Attendance  
 \_\_\_ xxx3 - Major Elective 15 hrs

MCOM 4323 - Ad/PR Campaign  
 \_\_\_ xxx3 - Major Elective  
 \_\_\_ xxx3 - Major Elective  
 \_\_\_ xxx3 - Elective  
 \_\_\_ xxx3 - Elective 15 hrs

MCOM 4611 - Senior Portfolio in Mass Communications  
 MCOM 4012 - Career Preparation  
 \_\_\_ xxx3 - Major Elective  
 \_\_\_ xxx3 - Elective  
 \_\_\_ xxx3 - Elective  
 \_\_\_ xxx3 - 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

Eastern Oklahoma State College	East Central University
MCOMM - 1113 - Intro to Mass Communications	MCOM 1733 - Introduction to Mass Media
MCOMM - 1103 - Fundamentals of Photography	MCOM 1713 - Introduction to Photography
MCOMM - 1143 - Fundamentals of Public Relations**	MCOM 3893 - Public Relations
MCOMM 1213 - Newspaper Reporting	MCOM 2743 - News Writing
MCOMM 2123 - Principles of Mass Media Advertising**	MCOM 3823 - Advertising
MCOMM 2133 - Radio Broadcasting**	MCOM 3863 - Radio News

## NOTES

- ⇒ Articulated using EOSC's A.A. in Mass Communication. Articulated without a minor. A minor is not required.
- ⇒ \*\* Will transfer as course content but not for upper level credit. Student should meet with an ECU advisor for more information.
- ⇒ A student transferring with an Associate degree in Arts or Science from EOSC 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 EOSC 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.