

Articulation Agreement

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

Catalog Year 2024 - 2025

Oklahoma City Community College

Associate of Arts (AA)

Journalism & Broadcasting - Public Relations

SCL 1001 - Success in College and Life	
ENGL 1113 - English Comp I	
JB xxx3 - Major Elective - including: JB 1013, JB 1103, JB 2113, or JB 2413	
PSY 1113 - General Psychology (or)	
SOC 1113 - Introduction to Sociology	
MATH 1483 - Functions and Modeling (or)	
MATH 1503 - Contemporary Mathematics	
MATH 2013 - Intro to Statistics	
___ xxx3/4 - Life Science - one science w/ Lab	
	16 hrs
ENGL 1213 - Freshman Composition II	
POLSC 1113 - American Federal Government*	
ECON 2123 - Principles of Microeconomics (or)	
ECON 2143 - Principles of Macroeconomics (or)	
ECON 1013 - Introduction to Economics	
JB 1133 - Media Writing*	
___ xxx3/4 - Physical Science - one science w/ Lab	
	16 hrs
COM 1123 - Interpersonal Communications (or)	
COM 2213 - Intro to Public Speaking	
HIST 1483 - U.S. History to 1877 (or)	
HIST 1493 - U.S. History 1877 to Present	
JB 2303 - Magazine Feature Writing*	
___ xxx3 - Humanities Elective	
___ xxx3 - Support Elective	
	15 hrs
JB 2643 - Video Production*	
DMB 1023 - Introduction to Graphic Design	
___ xxx3 - Support Elective	
___ xxx3 - Humanities Elective	
___ xxx2 - Support Elective	
	14 hrs
Total Credit Hours.....	61 hrs

* Please see chart on second page for course equivalencies.

East Central University

Bachelor of Science (BS)

Mass Communication - Advertising & Public Relations	
MCOM 1733 - Introduction to Mass Media	
MCOM 3853 - Media Ethics and Law	
MCOM 1713 - Intro to Photography	
SFA 1000 - Cultural Attendance	
ART 1123 - Computers for Creatives	
___ xxx3 - Major Elective	
	15 hrs
MCOM 3823 - Advertising	
MCOM 3843 - Advertising Copy & Layout	
MCOM 3893 - Public Relations	
___ xxx3 - Major Elective	
MCOM 3013 - Media Practicum	
	15 hrs
MCOM 3053 - Social Media Management	
MCOM 3783 - Writing for Media II	
___ xxx3 - Major Elective	
___ xxx3 - General Elective	
MCOM 3853 - Media Ethics & Law	
	15 hrs
MCOM 4611 - Senior Portfolio in Mass Communications	
MCOM 4012 - Career Preparation	
___ xxx3 - Major Elective	
___ xxx3 - Elective	
___ xxx3 - Elective	
MCOM 4323 - Ad/PR Campaign	
	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

Oklahoma City Community College	East Central University
DMB 1023 - Introduction to Graphic Design^	ART 2943 - Principles of Graphic Design
JB 1103 - Audio Production	MCOM 2753 - Audio Production
JB 1133 - Media Writing^	MCOM 2733 - Writing for Media I
JB 2303 - Magazine Feature Writing^	NO EVALUATION
JB 2413 - Principles of Public Relations^	COMM 0000
JB 2643 - Video Production	MCOM 1813 - Intro to Video Production

NOTES

- ⇒ Articulated using OCCC's A.A. in Journalism & Broadcasting with an emphasis in Public Relations.
- ⇒ Articulated without a minor. A minor is not required.
- ⇒ ^ These courses will be substituted as follows: DMB 1023 Introduction to Graphic Design = ART 2943 Principles of Graphic Design; JB 1133 Media Writing = MCOM 2733 Writing for Media I; JB 2303 Magazine Feature Writing = MCOM Feature Writing; JB 2413 Principles of Public Relations = MCOM Public Relations.
- ⇒ A student transferring with an Associate degree in Arts or Science from OCCC 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 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 OCCC 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.