

**EAST CENTRAL UNIVERSITY  
MASS COMMUNICATION - B.S.  
ADVERTISING/PUBLIC RELATIONS CONCENTRATION  
0493/UG20**

Advisor \_\_\_\_\_

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

**DEGREE CHECK INCLUDES CURRENT ENROLLMENT**

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  
and Communication course COMM 2253

**II. Advertising/Public Relations Concentration**

**58**

**A. Required in Mass Communication Core**

**31**

\_\_\_\_ MCOM 1211 Intro to Media Equipment  
 \_\_\_\_ MCOM 1733 Introduction to Mass Media  
 \_\_\_\_ MCOM 2733 Writing for Media I  
 \_\_\_\_ MCOM 3013 Media Practicum  
 \_\_\_\_ MCOM 3053 Social Media Management  
 \_\_\_\_ MCOM 3063 Emerging Media  
 \_\_\_\_ MCOM 3343 Imaging for Media  
 \_\_\_\_ MCOM 3783 Writing for Media II  
 \_\_\_\_ MCOM 3853 Media Ethics and Law  
 \_\_\_\_ MCOM 4012 Career Preparation  
 \_\_\_\_ 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**

**15**

Select 15 hours from the following:

\_\_\_\_ COMM 3133 Organizational Communication  
 \_\_\_\_ COMM 3213 Persuasion  
 \_\_\_\_ COMM 3223 Gender Communication  
 \_\_\_\_ COMM 3613 Group Dynamics  
 \_\_\_\_ COMM 4423 Intercultural Communication  
 \_\_\_\_ ENG 3183 Technical & Professional Writing  
 \_\_\_\_ MCOM 1713 Introduction to Photography  
 \_\_\_\_ MCOM 1813 Introduction to Video Production  
 \_\_\_\_ MCOM 2743 News Writing  
 \_\_\_\_ MCOM 2753 Introduction to Audio Production  
 \_\_\_\_ MCOM 3333 Intermediate Photography  
 \_\_\_\_ MCOM 3623 Web Design  
 \_\_\_\_ MCOM 3863 Radio and Podcast Production  
 \_\_\_\_ MCOM 3873 Studio Video Production

**REQUIREMENTS**

**HOURS**

____ MCOM 4123	Short Film Production
____ MCOM 4223	Conceptual Art Photography
____ MCOM 4233	Documentary Production
____ MCOM 4313	Advanced Video Production _____
____ MCOM 4323	Ad/PR Campaigns _____
____ MCOM 4711-3	Professional Internship _____
____ MCOM 4981-4	Seminar in Mass Comm _____
____ MCOM 4991-4	Ind Study in Mass Comm _____
____ MKTG 3313	Principles of Marketing
____ MKTG 3813	Professional Selling

**III. Minor (Not Required)**

**IV. Electives**

**22**

**V. Total Hours Required**

**124**

**VI. Special Requirements**

Note 1: Students declaring a Mass Communication major starting in fall 2015 semester or later, must successfully complete two semesters 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.

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.