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 _____   Work in progress_____

Required:	2.0 minimum required in the following areas:	Work lacking:
124 total hours _____ completed		**Major** _____ (inc A/C and Related Work)
30 hrs @ ECU_____ completed	**ECU Avg** _____ **Rtn Avg** _____	**Minor** _____ (incl Rel Wk)
(15 of last 30 must be at ECU) _____	**Major Overall Avg** _____	**Prof Educ** _____
60 hrs @ Sr College _____ completed	**Major ECU Avg**_____	**General Educ** ____
40 hrs upper level _____ completed	**Minor Overall Avg** _____	**Comp Prof** ___ met ___ not met
HS Curricular Req __ met __ not met		

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.