



Mass Communication

> SCHOOL OF FINE ARTS



Students in the Mass Communication Program produce audio and video programming, develop public relations and advertising campaigns, produce photojournalism and art photography projects and collaborate on integrated multimedia productions.

> Degree Options



The ECU Program in Mass Communication offers two concentrations and two minors to students committed to the study of mass media and strategic communication. The Mass Communication Program prepares students to enter graduate programs, media industries, government and business. Mass Media serves students who wish to pursue careers and other interests in audio and video production and electronic and print journalism. Advertising/Public Relations prepares students who wish to pursue careers and

interests in representing businesses and other organizations through the use of mass media.

> Departmental Activities

Along with two University sponsored clubs, Mass Comm students have access to numerous professional and social activities that introduce them to industry leaders throughout the state. Many of these activities lead to internships and even jobs.

- Club PRAD
- ECU Photography Club
- Paper Lantern Lounge

East Central
University
1100 E. 14th St.
Ada, Oklahoma 74820

www.ecok.edu/mass_comm
580-559-5353



Campus Tours:
ecok.edu/take-a-tour
Begin at ECU Admin, 102
580-559-5628
admissions@ecok.edu



What can I become?



Editor
Producer
Journalist
Newscaster
Photographer
Copy Writer
Social Media Marketing
Specialist
Communication
Director
Station Programmer
Public Relations
Officer
Advertising Director
Media Buyer
Entertainment Agent
Creative Director
Event Planner
...and so much more!




Show Me the Money!

Graduates with a music degree typically earn between \$34,000 and \$45,000 for entry level jobs. As a college graduate, you can earn an average of 75% more than those with only a high school degree, per *The Chicago Tribune!*
(NACE 2018 Salary Report)



Mass Communication

> DEGREE OPTIONS



Mass Communication

Dean: Dr. Kate Lang,
College of Liberal Arts & Social Sciences
Director: Brad Jessop
Degree: Bachelor of Science
Concentrations: 2
Minor: 2
Faculty: 4 full-time & 1 part-time
Organizations: 2
Scholarships: Visit website for full list
Location: 134A HBFFAC



ECU at a Glance

Undergraduate Enrollment: 3,500+
Undergraduate Majors: 70+
Student to Faculty Ratio: 18 to 1
Average Class Size: 22
Faculty with PhDs: 65%
States Represented: 28
Countries Represented: 30+
Year Founded: 1909
Campus Size: 140 Acres
Area Location: Ada, Oklahoma



Tiger Spirit

Mascot: Roary the Tiger
School Colors: Orange & Black
Student Organizations: 60+
Athletics: NCAA Division II

Men's:	Football Baseball Basketball	Cross Country Track & field
Women's:	Basketball Volleyball Softball	Soccer Cross Country Track & field

Advertising/Public Relations

The Mass Communication degree with a concentration in Ad/PR is designed for students interested in representing businesses, organizations, corporations and industries in the public area.

Coursework includes:

- Advertising techniques
- Public relations approaches
- Crisis communication
- Ad/PR Campaigns
- Layout/design
- Social media strategy & analytics

ECU Ad/PR concentration students start building their portfolios as they work with real clients in many of their courses. Our students work closely with nonprofit organizations to assist them with their strategic communication needs. Other clients include campus departments and organizations that need assistance. Our faculty applies real world Ad/PR experience to the classroom setting that enhances overall learning experience.

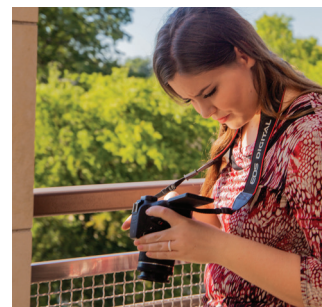


Mass Media

The Mass Media concentration in Mass Communication prepares students to pursue careers in the ever-changing world of converged media. Mass Media majors learn how to navigate the worlds of print, broadcast, and digital media through theoretical perspectives and with hands-on activities.

Coursework includes:

- Professional writing—Students produce stories to be utilized in all aspects of news dissemination and script writing.
- Video and Audio Production—Explores multiple aspects of industry level productions including journalism, documentary production, cinematography, music video, recording industry, live sound and more.
- Photography—Practical applications of both digital and traditional photography utilizing industry standard equipment. Students in these classes learn to use imagery as a form of communication and expression.
- Digital Publishing—Adhering to design theory, students utilize the latest software focusing on the creation of both print and digital designs for purposes of publication and promotion. ECU maintains a subscription to Adobe Creative Cloud allowing students access to the latest releases of Illustrator, InDesign and Photoshop.



We educate and empower students to understand and transform our world.

East Central University, in compliance with Title VI and Title VII of the Civil Rights Act of 1964 (as amended), Executive Order 11246 (as amended), Title IX of the Education Amendments of 1972, Sections 503 and 504 of the Rehabilitation Act of 1973 (as amended), the Americans With Disabilities Act of 1990, the Civil Rights Act of 1991, and other federal and state laws, does not discriminate on the basis of race, color, national origin, sex, age, religion, disability, sexual orientation or status as a veteran in any of its policies, practices or procedures. This includes, but is not limited to, admissions, employment, financial aid, and education services. This publication is printed and issued by East Central University as authorized by Title 70 OS 1981, Section 3903. 500 copies have been prepared and distributed at a cost of \$200.00. Copies have been deposited with the Publications Clearinghouse of the Oklahoma Department of Libraries in compliance with Section 3-114 of Title 65 of the Oklahoma Statutes. 09/18