

**Transfer
with
Ease**

Articulation Agreement

BACHELOR OF ARTS: MASS COMMUNICATION

Mass Media

Catalog Year 2018 - 2019

Murray State College

East Central University

Associate in Art Communication & Performance Studies

- COL 1211 Academic Success
- CIS 1113 Computer Applications
- ENG 1113 English Comp I
- HST 1483 American History Survey To 1865 OR
- HST 1493 American History Survey Since 1865
- —4 hrs. Science Elective w/Lab
- —3 hrs. Program Requirement 17 hrs.

- ENG 1213 English Comp II
- HWP 1112 Personal Health
- MTH 1413 Survey of Math OR
- MTH 1513 College Algebra
- —3 hrs. Program Requirement
- —3 hrs. Recommended Program Elective
- —3 hrs. Recommended Program Elective 17 hrs.

- SPC 1113 Fundamentals of Speech
- —3 hrs. Humanities Elective
- —4 hrs. Science Elective w/Lab
- —3 hrs. Program Requirement
- —3 hrs. Recommended Program Elective 16 hrs.

- GVT 1113 American National Government
- —3 hrs. Humanities Elective
- —3 hrs. Arts & Science Elective
- —3 hrs. Program Requirement
- —3 hrs. Recommended Program Elective 15 hrs.

- **Total Credit Hours** **65 hrs.**

* Please see chart on second page for course equivalencies

Bachelor of Science Mass Communication

- MCOM 1733 Introduction to Mass Media
- MCOM 3823 Advertising
- MCOM 3343 Digital Publishing
- SFA 1000 Cultural Attendance
- —3 hrs. Major Elective
- —3 hrs. Major Elective 15 hrs.

- MCOM 3853 Media Ethics and Law
- —3 hrs. Major Elective
- —3 hrs. Major Elective
- —3 hrs. Major Elective
- —3 hrs. Major Elective 15 hrs.

- MCOM 4733 Contemporary Issues in Mass Communications
- MCOM 3893 Public Relations
- —3 hrs. Major Elective
- —3 hrs. Major Elective
- —3 hrs. Major Elective
- SFA 1000 Cultural Attendance 15 hrs.

- MCOM 4611 Senior Portfolio In Mass Communications
- MCOM 3843 Advertising Copy and Layout
- MCOM 4813 Public Relations Writing
- —3 hrs. Major Elective
- —3 hrs. Upper Level Elective
- —3 hrs. Upper Level Elective 16 hrs.

- **Total Credit Hours** **61 hrs.**



YOUR FUTURE - YOUR CHOICE



Course Equivalency Table

Murray State College	East Central University
COMM 2113 Writing for Mass Comm.	MCOM 2733 Writing for Media

NOTES:

- ⇒ Articulated using MSC's A.A. for Communication & Performance Studies.
- ⇒ Articulated without a minor. If a minor is desired, please see an advisor for appropriate courses.
- ⇒ 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 transferring with an Associate degree in Arts or Science from MSC 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.
- ⇒ A student must earn at least 40 semester hours in upper-division courses (numbered 3000 or higher). A course taught at MSC 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 124 credit hours that apply to an ECU Bachelor's degree.