

**Transfer
with
Ease**

Articulation Agreement

BACHELOR OF ARTS: MASS COMMUNICATIONS

Advertising—Public Relations Catalog Year 2018 - 2019

Seminole State College

East Central University

Associate in Arts

Language Arts & Humanities (Journalism Emphasis)

- CAP 1103 Introductions to Microsoft Office
- ENG 1113 Composition I
- HPER 1012 Wellness and Human Development
- JOUR 1123 Introduction to Mass Communication*
- MATH 1413 Quantitative Reasoning OR MATH 1513 Pre-Calculus
- SPCH 1143 speech
- STSC 1002 Learning Strategies 19 hrs.

- ENG 1213 Composition II
- JOUR 1223 Photography I*
- JOUR 2300 Special Projects in Journalism
- —3 hrs. Required Elective
- —3 hrs. Humanities Elective 15 hrs.

- GOV 1113 American National Government
- JOUR 2203 Photography II
- —4 hrs. Physical Science Elective w/Lab
- —3 hrs. Humanities Elective
- —3 hrs. Required Elective 16 hrs.

- BA 2513 Marketing
- HIST 1483 American History To 1877 OR HIST 1493 American History Survey Since 1877*
- JOUR 1103 Reporting I
- —4 hrs. Life Science Elective w/Lab
- —3 hrs. Elective 16 hrs.

Total Credit Hours 65 hrs.

* Please see chart on second page for course equivalencies

Bachelor of Science

Mass Communication

- MCOM 2733 Writing for Media
- MCOM 3343 Digital Publishing
- SFA 1000 Cultural Attendance
- —3 hrs. Major Elective
- —3 hrs. Major Elective
- —4 hrs. Elective 16 hrs.

- MCOM 3853 Media Ethics and Law
- —3 hrs. Major Elective
- —3 hrs. Major Elective
- —3 hrs. Major Elective
- —4 hrs. Elective 16 hrs.

- MCOM 3823 Introduction to Advertising
- MCOM 3893 Introduction to Public Relations
- MCOM 4733 contemporary Issues
- SFA Cultural Attendance
- —3 hrs. Major Elective
- —3 hrs. Elective 15 hrs.

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

Total Credit Hours 63 hrs.



YOUR FUTURE - YOUR CHOICE



Course Equivalency Table

Seminole State College	East Central University
BA 2513 Principles of Marketing**	MKTG 3313 Principles of Marketing
JOUR 1103 Reporting I	COMM 0000
JOUR 1123 Introduction to Mass Communication	MCOM 1733 Introduction to Mass Media
JOUR 1223 Photography I	MCOM 1713 Introduction to Photography
JOUR 2203 Photography II	COMM 0000
JOUR 2300 Special Projects in Journalism	COMM 2881 Special Studies in Communication

NOTES:

- ⇒ Articulated using SSC's A.A. in Language Arts & Humanities (Journalism Emphasis). Articulated without a minor. A minor is not required, please see an advisor for appropriate courses.
- ⇒ ** Will transfer as course content but not for upper level credit: Student should meet with an ECU advisor for more information.
- ⇒ A student transferring with an Associate degree in Arts or Science from SSC 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 *Admissions* 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 SSC 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.