

# *East Central University/Eastern Oklahoma State College Articulation Agreement*

## **Bachelor of Science: Mass Communication**

### **Advertising/Public Relations Concentration Catalog Year 2017-2018**

#### Associate of Arts—Mass Communication

- OLS 1111 Orientation and Library Science
- ENGL 1113 Freshman Composition I
- 3 Mathematics
- SPCH 1113 Fundamentals of Speech **OR**  
SPCH 2233 Business & Professional Speech
- MCOMM 1113 Intro to Mass Communications\*
- 3 Social Science 16

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- ENGL 1213 Freshman Composition II
- CIS 1113 Computer Applications
- MCOMM 1103 Fundamentals of Photography\*
- MCOMM 1143 Fundamentals of Public Relations\*
- MCOMM 1213 Newspaper Reporting\* 15

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- POL SC 1113 American Federal Government
- 3 Humanities (VI A)
- Life Science
- MCOMM 2123 Principles of Mass Media Advertising\*
- 3 General Education Elective 16

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- HIST 1483 American History to 1877 **OR**  
HIST 1493 American History since 1877
- Physical Science
- 3 Humanities (VI B)
- MCOMM 2133 Radio Broadcasting\*
- 3 Major Related Elective 16

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- Total Credit Hours 63

\* please see chart on second page  
for course equivalencies



#### Bachelor of Science—Mass Communication

- MCOM 3343 Digital Publishing
- 3 Major Elective
- 3 Elective
- 3 Elective
- 3 Elective 15

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- COMM 2733 Writing for Media
- COMM 3843 Advertising Copy and Layout
- COMM 3853 Media Ethics and Law
- COMM 4813 Public Relations Writing
- 3 Major Elective
- SFA 1000 Cultural Awareness 15

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- MCOM 4733 Contemporary Issues in Mass Comm
- 3 Major Elective
- 3 Major Elective
- 3 Elective
- 3 Elective
- 1 Elective
- SFA 1000 Cultural Awareness 16

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- COMM 4611 Senior Portfolio in Mass Communications
- 3 Major Elective
- 3 Major Elective
- 3 Elective
- 3 Elective
- 3 Elective 16

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- Total Credit Hours 62



**Total Credit Hours Taken: 125**  
**Total Credit Hours Applied to BS Degree: 125**

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## Bachelor of Science: Mass Communication

### Course Equivalency Table

| Eastern Oklahoma State College                    | East Central University                   |
|---|---|
| MCOMM 1113 Intro to Mass Communications           | MCOM 1733 Introduction to Mass Media      |
| MCOMM 1103 Fundamentals of Photography            | MCOM 1713 Introduction to Photography     |
| MCOMM 1143 Fundamentals of Public Relations**     | MCOM3893 Introduction to Public Relations |
| MCOMM 1213 Newspaper Reporting                    | MCOM 2743 News Writing                    |
| MCOMM 2123 Principles of Mass Media Advertising** | MCOM 3823 Introduction to Advertising     |
| MCOMM 2133 Radio Broadcasting**                   | MCOM 3863 Radio News                      |

Articulated using EOSC's A.A. in Mass Communication.

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](http://www.ecok.edu) by clicking on *Academics* and scrolling down to *Course Transfer Matrix*.

Articulated without a minor. A minor is not required, if a minor is desired, 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.

#### NOTES:

A student transferring with an Associate degree in Arts or Science from EOSC 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 EOSC 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.