

**EAST CENTRAL UNIVERSITY  
MASS COMMUNICATION - B.S.  
ADVERTISING/PUBLIC RELATIONS CONCENTRATION  
0493/UG11-UG13**

Advisor \_\_\_\_\_

Student's Name \_\_\_\_\_ ID No. \_\_\_\_\_

**DEGREE CHECK INCLUDES CURRENT ENROLLMENT**

Checked by \_\_\_\_\_ Date \_\_\_\_\_

**Required:**  
124 total hours \_\_\_\_\_ completed  
30 hrs @ ECU \_\_\_\_\_ completed  
(15 of last 30 must be at ECU) \_\_\_\_\_  
60 hrs @ Sr College \_\_\_\_\_ completed  
40 hrs upper level \_\_\_\_\_ completed  
HS Curricular Req \_\_\_ met \_\_\_ not met

Work in progress \_\_\_\_\_

**2.0 minimum required in the following areas:**  
ECU Avg \_\_\_\_\_ Rtn Avg \_\_\_\_\_  
Major Overall Avg \_\_\_\_\_  
Major ECU Avg \_\_\_\_\_  
Minor Overall Avg \_\_\_\_\_  
Minor ECU Avg \_\_\_\_\_

**Work lacking:**  
Major \_\_\_\_\_ (inc A/C and Related Work)  
Minor \_\_\_\_\_ (incl Rel Wk)  
Prof Educ \_\_\_\_\_  
General Educ \_\_\_\_\_  
Comp Prof \_\_\_ met \_\_\_ not met  
Serv Lrng \_\_\_ met \_\_\_ not met

**REQUIREMENTS**

**HOURS**

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**I. General Education (45 HOURS)**

Hours needed **45**  
Includes recommended Math course--MATH 1413

**II. Advertising/Public Relations Concentration **54****

**A. Required in Mass Communication Core 15**

- \_\_\_ COMM 1733 Introduction to Mass Media
- \_\_\_ COMM 2733 Writing for Media
- \_\_\_ COMM 3343 Digital Publishing
- \_\_\_ COMM 3853 Media Ethics and Law
- \_\_\_ COMM 4611 Senior Portfolio in Mass Comm
- \_\_\_ COMM 4712 Professional Internship  
(Subject named in title listing)

**B. Required in Advertising/Public Relations Core 12**

- \_\_\_ COMM 3823 Introduction to Advertising
- \_\_\_ COMM 3843 Advertising Copy and Layout
- \_\_\_ COMM 3893 Introduction to Public Relations
- \_\_\_ COMM 4813 Public Relations Writing

**C. Required in Advertising/Public Relations Electives 27**

Select 27 hours from the following:

- \_\_\_ COMM 1713 Introduction to Photography
- \_\_\_ COMM 1813 Introduction to Video Production
- \_\_\_ COMM 2743 News Writing
- \_\_\_ COMM 2753 Audio Production
- \_\_\_ COMM 2881-4 Special Studies in Comm
- \_\_\_ COMM 3133 Organizational Communication
- \_\_\_ COMM 3213 Persuasion
- \_\_\_ COMM 3333 Intermediate Photography
- \_\_\_ COMM 3623 Web Design
- \_\_\_ COMM 3783 Feature Writing

- \_\_\_ COMM 3863 Broadcast News and Announcing
- \_\_\_ COMM 3873 Television Field Production
- \_\_\_ COMM 4123 Post Production
- \_\_\_ COMM 4221 Photography Portfolio
- \_\_\_ COMM 4233 Documentary Production
- \_\_\_ COMM 4313 Advanced Video Production  
(Subject named in title listing)
- \_\_\_ COMM 4323 Ad/PR Campaigns  
(Subject named in title listing)
- \_\_\_ COMM 4733 Contemp Issues in Mass Comm
- \_\_\_ COMM 4863 Television Studio Production
- \_\_\_ COMM 4981-4 Seminar in Communication
- \_\_\_ COMM 4991-4 Ind Study in Communication
- \_\_\_ MKTG 3313 Principles of Marketing
- \_\_\_ MKTG 3813 Professional Selling
- \_\_\_ PSCOM 3863 Mass Media and U.S. Politics

**III. Minor (Not Required)**

**IV. Electives **25****

**V. Total Hours Required **124****

**VI. Special 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.

Students beginning at East Central University in the fall 2007 semester or later who have earned less than sixty-four semester hours are required to take two classes with designated service-learning component. Students transferring to ECU for the first time in the fall 2007 semester or later with sixty-four or more semester hours will be required to take one class with a service-learning component.
