

**EAST CENTRAL UNIVERSITY
MASS COMMUNICATION - B.S.
MASS MEDIA CONCENTRATION
0494/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

I. General Education (45 HOURS)

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

II. Mass Media 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 Mass Media Core 12

- ___ COMM 1713 Introduction to Photography
- ___ COMM 1813 Introduction to Video Production
- ___ COMM 2743 News Writing
- ___ COMM 2753 Audio Production

C. Required in Mass Media Electives 27

Select 27 hours from the following:

- ___ ART 3943 Graphic Design
- ___ COMM 2881-4 Special Studies in Comm
- ___ COMM 3333 Intermediate Photography
- ___ COMM 3783 Feature Writing
- ___ COMM 3823 Introduction to Advertising
- ___ COMM 3843 Advertising Copy and Layout
- ___ COMM 3863 Radio News
- ___ COMM 3873 Television Field Production

REQUIREMENTS

HOURS

- ___ COMM 3893 Introduction to Public Relations
- ___ 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 4813 Public Relations Writing
- ___ COMM 4863 Television Studio Production
- ___ COMM 4981-4 Seminar in Communication
- ___ COMM 4991-4 Individual Study in Comm
- ___ ENG 3143 Introduction to Film
- ___ PSCOM3863 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.
