EAST CENTRAL UNIVERSITY
MASS COMMUNICATION - B.S.
ADVERTISING/PUBLIC RELATIONS CONCENTRATION
0493/UG17

Advisor _____

Student's Name_____ **ID No.** _____

DEGREE CHECK INCLUDES CURRENT ENROLLMENT

Checked by _____ Date _____   Work in progress_____

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

2.0 minimum required in the following areas:

ECU Avg _____ Rtn Avg _____

Major Overall Avg _____

Major ECU Avg_____

Minor Overall Avg _____

Work lacking:

Major ____ (inc A/C and Related Work)

Minor ____ (incl Rel Wk)

Prof Educ _____

General Educ ____

Comp Prof ___ met ___ not met

REQUIREMENTS   HOURS

I. General Education (44 HOURS)

Hours needed **44**

Includes recommended Math course--MATH 1413

II. Advertising/Public Relations Concentration **55**

A. Required in Mass Communication Core 16

__	MCOM 1733	Introduction to Mass Media
__	MCOM 2733	Writing for Media
__	MCOM 3343	Digital Publishing
__	MCOM 3853	Media Ethics and Law
__	MCOM 4611	Senior Portfolio in Mass Comm
__	MCOM 4733	Contemp Issues in Mass Comm
__	SFA 1000	Cultural Attendance (Must be repeated 2 times)

B. Required in Advertising/Public Relations Core 12

__	MCOM 3823	Advertising
__	MCOM 3843	Advertising Copy and Layout
__	MCOM 3893	Public Relations
__	MCOM 4813	Public Relations Writing

C. Required in Advertising/Public Relations Electives 27

Select 27 hours from the following:

__	COMM 3133	Organizational Communication
__	COMM 3213	Persuasion
__	MCOM 1713	Introduction to Photography
__	MCOM 1813	Introduction to Video Production
__	MCOM 2743	News Writing
__	MCOM 2753	Audio Production
__	MCOM 2881-4	Special Studies in Mass Comm _____
__	MCOM 3333	Intermediate Photography
__	MCOM 3623	Web Design
__	MCOM 3783	Feature Writing
__	MCOM 3863	Broadcast News and Announcing
__	MCOM 3873	Television Field Production

REQUIREMENTS   HOURS

__	MCOM 4123	Post Production
__	MCOM 4221	Photography Portfolio
__	MCOM 4233	Documentary Production
__	MCOM 4313	Advanced Video Production _____
__	MCOM 4323	Ad/PR Campaigns _____
__	MCOM 4712	Professional Internship _____
__	MCOM 4863	Television Studio Production
__	MCOM 4981-4	Seminar in Mass Comm_____
__	MCOM 4991-4	Ind Study in Mass Comm_____
__	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

See catalog for specific program 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.