EAST CENTRAL UNIVERSITY
MASS COMMUNICATION B.S.
MEDIA PRODUCTION
0484

2026-27 Catalog Year

Requirements for Bachelor's Degrees

- 30 hours at ECU
- 60 hours at four-year institution
- 40 hours upper level courses
- OSRHE computer proficiency requirement

I. General Education 40 hours

A maximum of 12 hours may be counted in both the major/related work and general education.

II. Major in Media Production 57 hours

A. Required Core Courses 27 hours

- ART 1123 Computers for Creatives
- MCOM 1733 Introduction to Mass Media
- MCOM 1713 Introduction to Photography; OR
- MCOM 1813 Introduction to Video Production
- MCOM 2733 Writing for Media I
- MCOM 3053 Social Media Management
- MCOM 3783 Writing for Media II
- MCOM 3853 Media Ethics and Law
- MCOM 4012 Career Preparation
- MCOM 4611 Senior Portfolio in Mass Comm

Select one course from the following

- MCOM 3013 Media Practicum
- MCOM 4323 Media Design Lab
- MCOM 4711-4 Professional Internship

B. Required for Media Production Concentration 12 hours

Select four courses from the following

- MCOM 1713 Introduction to Photography; OR
- MCOM 1813 Introduction to Video Production
- MCOM 2753 Introduction to Audio Production
- MCOM 3333 Intermediate Photography; OR
- MCOM 3873 Intermediate Video Production
- MCOM 3343 Imaging for Media
- ART 2943 Principles of Graphic Design

C. Major Electives (Select six from the following) 18 hours

- ANY MASS COMMUNICATION (MCOM) CLASS OR:
- ART 3303 Motion Graphics I
- ART 3943 Graphic Design I
- ART 3953 Graphic Design II
- ART 3163 Publication Design
- ART 2113 History of Graphic Design

- ART 4113 Motion Graphics II
- ENG 2243 Intro to Creative Writing
- ENG 3143 Introduction to Film
- HUM 2813 Interpreting Film

III. Minor (Not Required)

IV. Electives 23 - 35 hours

V. Total Hours Required 120 hours