EAST CENTRAL UNIVERSITY
MASS COMMUNICATION B.S.
STRATEGIC COMMUNICATION
0493

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 Mass Communication 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 Advertising/Public Relations 12 hours

- MCOM 3823 Advertising
- MCOM 3893 Public Relations
- MCOM 4043 Digital Promotions
- MCOM 4013 Crisis Communication

C. Major Electives 18 hours

Select twelve (18) hours from the following:

- ANY MASS COMMUNICATION (MCOM) CLASS OR:
- ANY MARKETING (MKTG) CLASS
- ART 2943 Principles of Graphic Design
- ART 3943 Graphic Design I
- ART 3953 Graphic Design II
- ART 3163 Publication Design
- ART 2113 History of Graphic Design
- ENG 2243 Technical & Professional Writing
- ENG 3183 Technical and Professional Writing

- ENG 3193 Persuasive Writing & Logic

III. Minor (Not Required)

IV. Electives 23 - 35 hours

V. Total Hours Required 120 hours