

# Articulation Agreement

## BACHELOR OF SCIENCE: MASS COMM. - ADVERTISING / PUBLIC RELATIONS

### Catalog Year 2024 - 2025

#### Oklahoma City Community College

##### Associate of Arts (AA)

##### Journalism & Broadcasting - Public Relations

SCL 1001 - Success in College and Life  
 ENGL 1113 - English Comp I  
 JB xxx3 - Major Elective - including: JB 1013, JB 1103, JB 2113, or JB 2413  
 PSY 1113 - General Psychology (or)  
     SOC 1113 - Introduction to Sociology  
 MATH 1483 - Functions and Modeling (or)  
     MATH 1503 - Contemporary Mathematics  
     MATH 2013 - Intro to Statistics  
 \_\_\_ xxx3/4 - Life Science - one science w/ Lab

16 hrs

ENGL 1213 - Freshman Composition II  
 POLSC 1113 - American Federal Government\*  
 ECON 2123 - Principles of Microeconomics (or)  
     ECON 2143 - Principles of Macroeconomics (or)  
     ECON 1013 - Introduction to Economics  
 JB 1133 - Media Writing\*  
 \_\_\_ xxx3/4 - Physical Science - one science w/ Lab

16 hrs

COM 1123 - Interpersonal Communications (or)  
     COM 2213 - Intro to Public Speaking  
 HIST 1483 - U.S. History to 1877 (or)  
     HIST 1493 - U.S. History 1877 to Present  
 JB 2303 - Magazine Feature Writing\*  
 \_\_\_ xxx3 - Humanities Elective  
 \_\_\_ xxx3 - Support Elective

15 hrs

JB 2643 - Video Production\*  
 DMB 1023 - Introduction to Graphic Design  
 \_\_\_ xxx3 - Support Elective  
 \_\_\_ xxx3 - Humanities Elective  
 \_\_\_ xxx2 - Support Elective

14 hrs

**Total Credit Hours..... 61 hrs**

\* Please see chart on second page for course equivalencies.

#### East Central University

##### Bachelor of Science (BS)

##### Mass Communication - Advertising & Public Relations

MCOM 1733 - Introduction to Mass Media  
 MCOM 3853 - Media Ethics and Law  
 MCOM 1713 - Intro to Photography  
 SFA 1000 - Cultural Attendance  
 ART 1123 - Computers for Creatives  
 \_\_\_ xxx3 - Major Elective

15 hrs

MCOM 3823 - Advertising  
 MCOM 3843 - Advertising Copy & Layout  
 MCOM 3893 - Public Relations  
 \_\_\_ xxx3 - Major Elective  
 MCOM 3013 - Media Practicum

15 hrs

MCOM 3053 - Social Media Management  
 MCOM 3783 - Writing for Media II  
 \_\_\_ xxx3 - Major Elective  
 \_\_\_ xxx3 - General Elective  
 MCOM 3853 - Media Ethics & Law

15 hrs

MCOM 4611 - Senior Portfolio in Mass Communications  
 MCOM 4012 - Career Preparation  
 \_\_\_ xxx3 - Major Elective  
 \_\_\_ xxx3 - Elective  
 \_\_\_ xxx3 - Elective  
 MCOM 4323 - Ad/PR Campaign

15 hrs

**Total Credit Hours..... 60 hrs**

Number of elective hours may vary depending on transfer of credit.



YOUR FUTURE - YOUR CHOICE



# Course Equivalency Table

Oklahoma City Community College	East Central University
DMB 1023 - Introduction to Graphic Design^	ART 2943 - Principles of Graphic Design
JB 1103 - Audio Production	MCOM 2753 - Audio Production
JB 1133 - Media Writing^	MCOM 2733 - Writing for Media I
JB 2303 - Magazine Feature Writing^	NO EVALUATION
JB 2413 - Principles of Public Relations^	COMM 0000
JB 2643 - Video Production	MCOM 1813 - Intro to Video Production

## NOTES

- ⇒ Articulated using OCCC's A.A. in Journalism & Broadcasting with an emphasis in Public Relations.
- ⇒ Articulated without a minor. A minor is not required.
- ⇒ ^ These courses will be substituted as follows: DMB 1023 Introduction to Graphic Design = ART 2943 Principles of Graphic Design; JB 1133 Media Writing = MCOM 2733 Writing for Media I; JB 2303 Magazine Feature Writing = MCOM Feature Writing; JB 2413 Principles of Public Relations = MCOM Public Relations.
- ⇒ A student transferring with an Associate degree in Arts or Science from OCCC fulfills ECU's general education requirement by transferring his or her credit to East Central University. Transferring credit for general education does not eliminate or otherwise affect any of the following ECU requirements: (1) prerequisites; (2) specific requirements in majors, minors or related work in these areas; or (3) the requirements for teacher certification. General Education equivalencies can be found by referring to either the Oklahoma State Regents Transfer Matrix or the ECU Transfer Matrix. Both matrices can be found at [www.ecok.edu](http://www.ecok.edu) by clicking on *Academics* and scrolling down to *Course Transfer Matrix*.
- ⇒ A student must earn at least 40 semester hours in upper-division courses (numbered 3000 or higher). A course taught at OCCC may equate in content to an ECU 3000-4000 level course, but it will not be counted as part of the 40 hours of upper level courses.
- ⇒ A student must earn at least 60 semester hours, excluding physical activity courses, at a baccalaureate degree granting institution.
- ⇒ A student must earn at least 120 credit hours that apply to an ECU Bachelor's degree.