

East Central University/Seminole State College Articulation Agreement

Bachelor of Science: Mass Communication

Advertising/Public Relations Concentration Catalog Year 2017-2018

Associate in Arts—Language Arts & Humanities (Journalism Emphasis)

<input type="checkbox"/> SOC 1101 Freshman Seminar	
<input type="checkbox"/> ENG 1113 Composition I	
<input type="checkbox"/> SPCH 1143 speech	
<input type="checkbox"/> CAP 1103 Introductions to Microsoft Office	
<input type="checkbox"/> MATH 1413 Quantitative Reasoning OR MATH 1513 Pre-Calculus	
<input type="checkbox"/> JOUR 1123 Introduction to Mass Communication*	
<input type="checkbox"/> HPER 1012 Wellness and Human Development	18
<hr/>	
<input type="checkbox"/> ENG 1213 Composition II	
<input type="checkbox"/> ---3 Major Field Elective	
<input type="checkbox"/> JOUR 1223 Photography I*	
<input type="checkbox"/> ---3 Required Elective	
<input type="checkbox"/> ---3 Humanities Elective	15
<hr/>	
<input type="checkbox"/> Physical Science Elective w/Lab	
<input type="checkbox"/> GOV 1113 American National Government	
<input type="checkbox"/> ---3 Humanities Elective	
<input type="checkbox"/> ---3 Required Elective	
<input type="checkbox"/> ---3 Major Field Elective	16
<hr/>	
<input type="checkbox"/> Life Science Elective w/Lab	
<input type="checkbox"/> HIST 1483 American History Survey To 1877 OR HIST 1493 American History Survey Since 1877	
<input type="checkbox"/> BA 2513 Marketing*	
<input type="checkbox"/> ---3 Elective	
<input type="checkbox"/> ---3 Major Field Elective	16
<hr/>	
Total Credit Hours	65

Bachelor of Science—Mass Communication

<input type="checkbox"/> MCOM 2733 Writing for Media	
<input type="checkbox"/> MCOM 3343 Digital Publishing	
<input type="checkbox"/> ---3 Major Elective	
<input type="checkbox"/> ---3 Major Elective	
<input type="checkbox"/> ---4 Elective	
<input type="checkbox"/> SFA 1000 Cultural Attendance	16
<hr/>	
<input type="checkbox"/> MCOM 3853 Media Ethics and Law	
<input type="checkbox"/> ---3 Major Elective	
<input type="checkbox"/> ---3 Major Elective	
<input type="checkbox"/> ---3 Major Elective	
<input type="checkbox"/> ---4 Elective	16
<hr/>	
<input type="checkbox"/> MCOM 3823 Introduction to Advertising	
<input type="checkbox"/> MCOM 3893 Introduction to Public Relations	
<input type="checkbox"/> MCOM 4733 contemporary Issues	
<input type="checkbox"/> ---3 Major Elective	
<input type="checkbox"/> ---3 Elective	
<input type="checkbox"/> SFA Cultural Attendance	15
<hr/>	
<input type="checkbox"/> MCOM 4611 Senior Portfolio in Mass Communications	
<input type="checkbox"/> MCOM 3843 Advertising Copy and Layout	
<input type="checkbox"/> MCOM 4813 Public Relations Writing	
<input type="checkbox"/> ---3 Major Elective	
<input type="checkbox"/> ---3 Elective	
<input type="checkbox"/> ---3 Elective	16
<hr/>	
Total Credit Hours	63

* please see chart on second page
for course equivalencies



Total Credit Hours Taken:	128
Total Credit Hours Applied to BS Degree:	124

East Central University/Seminole State College Articulation Agreement

Bachelor of Science : Mass Communication—Advertising/PR

Course Equivalency Table

Seminole State College	East Central University
JOUR 1123 Introduction to Mass Communication	MCOM 1733 Introduction to Mass Media
JOUR 1223 Photography I	MCOM 1713 Introduction to Photography
BA 2513 Principles of Marketing**	MKTG 3313 Principles of Marketing

Articulated using SSC's A.A. for Language Arts & Humanities (Journalism Emphasis).

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 by clicking on *Academics* and scrolling down to *Course Transfer Matrix*.

Articulated without a minor. A minor is not required, please see an advisor for appropriate courses.

****Will transfer as course content but not for upper level credit: Student should meet with an ECU advisor for more information.**

NOTES:

A student transferring with an Associate degree in Arts or Science from SSC 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.

A student must earn at least 40 semester hours in upper-division courses (numbered 3000 or higher). A course taught at SSC 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.