

**EAST CENTRAL UNIVERSITY  
 MASS COMMUNICATION - B.S.  
 ADVERTISING/PUBLIC RELATIONS CONCENTRATION  
 0493/UG16**

Name \_\_\_\_\_

Advisor \_\_\_\_\_

Student's Name \_\_\_\_\_ ID No. \_\_\_\_\_

**DEGREE CHECK INCLUDES CURRENT ENROLLMENT**

Checked by _____ Date _____ 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	Work in progress _____ 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
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**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.
