


# East Central University/Eastern Oklahoma State College Articulation Agreement

## Bachelor of Science: Mass Communication

### Advertising/Public Relations Concentration Catalog Year 2014-2015

Associate of Arts—Mass Communication	Bachelor of Science—Mass Communication
<input type="checkbox"/> OLS 1111 Orientation and Library Science	<input type="checkbox"/> COMM 3343 Digital Publishing
<input type="checkbox"/> ENGL 1113 Freshman Composition I	<input type="checkbox"/> —3 Major Elective
<input type="checkbox"/> —3 Mathematics	<input type="checkbox"/> —3 Elective
<input type="checkbox"/> SPCH 1113 Fundamentals of Speech <b>OR</b> SPCH 2233 Business & Professional Speech	<input type="checkbox"/> —3 Elective
<input type="checkbox"/> MCOMM 1113 Intro to Mass Communications*	<input type="checkbox"/> —3 Elective <span style="float: right;">15</span>
<hr style="width: 50%; margin-left: 0;"/>	
<input type="checkbox"/> —3 Social Science <span style="float: right;">16</span>	<input type="checkbox"/> COMM 2733 Writing for Media
<input type="checkbox"/> ENGL 1213 Freshman Composition II	<input type="checkbox"/> COMM 3843 Advertising Copy and Layout
<input type="checkbox"/> CIS 1113 Computer Applications	<input type="checkbox"/> COMM 3853 Media Ethics and Law
<input type="checkbox"/> MCOMM 1103 Fundamentals of Photography*	<input type="checkbox"/> COMM 4813 Public Relations Writing
<input type="checkbox"/> MCOMM 1143 Fundamentals of Public Relations*	<input type="checkbox"/> —3 Major Elective <span style="float: right;">15</span>
<input type="checkbox"/> MCOMM 1213 Newspaper Reporting* <span style="float: right;">15</span>	<hr style="width: 50%; margin-left: 0;"/>
<hr style="width: 50%; margin-left: 0;"/>	<input type="checkbox"/> COMM 4712 Professional Internship
<input type="checkbox"/> POL SC 1113 American Federal Government	<input type="checkbox"/> —3 Major Elective
<input type="checkbox"/> —3 Humanities (VI A)	<input type="checkbox"/> —3 Major Elective
<input type="checkbox"/> Life Science	<input type="checkbox"/> —3 Elective
<input type="checkbox"/> MCOMM 2123 Principles of Mass Media Advertising*	<input type="checkbox"/> —3 Elective
<input type="checkbox"/> —3 General Education Elective <span style="float: right;">16</span>	<input type="checkbox"/> —1 Elective <span style="float: right;">15</span>
<hr style="width: 50%; margin-left: 0;"/>	<hr style="width: 50%; margin-left: 0;"/>
<input type="checkbox"/> HIST 1483 American History to 1877 <b>OR</b> HIST 1493 American History since 1877	<input type="checkbox"/> COMM 4611 Senior Portfolio in Mass Communications
<input type="checkbox"/> Physical Science	<input type="checkbox"/> —3 Major Elective
<input type="checkbox"/> —3 Humanities (VI B)	<input type="checkbox"/> —3 Major Elective
<input type="checkbox"/> MCOMM 2133 Radio Broadcasting*	<input type="checkbox"/> —3 Elective
<input type="checkbox"/> —3 Major Related Elective <span style="float: right;">16</span>	<input type="checkbox"/> —3 Elective
<hr style="width: 50%; margin-left: 0;"/>	<hr style="width: 50%; margin-left: 0;"/>
Total Credit Hours <span style="float: right;">63</span>	Total Credit Hours <span style="float: right;">61</span>
* please see chart on second page for course equivalencies	

**Total Credit Hours Taken: 124**

**Total Credit Hours Applied to BS Degree: 124**

# *East Central University/Eastern Oklahoma State College Articulation Agreement*

## **Bachelor of Science: Mass Communication**

### **Course Equivalency Table**

<b>Eastern Oklahoma State College</b>	<b>East Central University</b>
MCOMM 1113 Intro to Mass Communications	COMM 1733 Introduction to Mass Media
MCOMM 1103 Fundamentals of Photography	COMM 1713 Introduction to Photography
MCOMM 1143 Fundamentals of Public Relations**	COMM 3893 Introduction to Public Relations
MCOMM 1213 Newspaper Reporting	COMM 2743 News Writing
MCOMM 2123 Principles of Mass Media Advertising**	COMM 3823 Introduction to Advertising
MCOMM 2133 Radio Broadcasting**	COMM 3863 Radio News

Articulated using EOSC's A.A. in Mass Communication.  
 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*.

Articulated without a minor. A minor is not required, if a minor is desired, 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 EOSC 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 EOSC 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.

#### **SERVICE LEARNING GRADUATION REQUIREMENT**

Effective Fall 2007, first-time transfer students starting at East Central University, who have completed **less than 64 hours**, will be required to do at least 30 hours of service learning by completing at least **two** service learning designated classes prior to their graduation. Those students transferring to ECU who have completed **64 or more hours** will be required to do only 15 hours of service learning by completing at least **one** service learning designated course.