

**Transfer
with
Ease**

Articulation Agreement

BACHELOR OF SCIENCE

Mass Communication/Advertising & Public Relations Catalog Year 2022—2023

Oklahoma City Community College

East Central University

Associate in Arts

Journalism & Broadcasting/ Public Relations

- ENGL 1113 English Composition I
- JB 1103 Audio Production
- MATH 1483 Functions and Modeling OR MATH 1503 Contemporary Mathematics OR MATH 2013 Intro to Statistics
- PSY 1113 General Psychology OR SOC 1113 Introduction to Sociology
- SCL 1001 Success in College Life
- —3-4 hrs. Gen. Ed. Physical Science **16-17 hrs.**

- ENGL 1213 English Composition II
- ECON 2123 Principles of Microeconomics OR ECON 2143 Principles of Macroeconomics OR ECON 1013 Introduction to Economics
- POLSC 1113 American Federal Government
- JB 1133 News Writing*
- —3-4 hrs. Gen. Ed. Life Science **15-16 hrs.**

- COM 1123 Interpersonal Communications OR COM 2213 Intro to Public Speaking
- HIST 1483 US History to 1877 OR HIST 1493 US History 1877 to Present
- JB 2303 Magazine Feature Writing (Support)*
- —3 hrs. Gen. Ed. Humanities **15 hrs.**

- JB 2643 Video Production*
- JB 2413 Principles of Public Relations*
- —3 hrs. DMD Digital Media Design (Support) Recommended DMD 1023 Intro to Graphic Design*
- —3 hrs. Gen. Ed. Humanities
- —3 hrs. Support Elective **15 hrs.**

Total Credit Hours 61-63 hrs.

* Please see chart on second page for course equivalencies

Bachelor of Science Mass Communication

- MCOM 1733 Introduction to Mass Media
- MCOM 3853 Media Ethics and Law
- MCOM 4733 Contemporary Issues in Mass Comm
- SFA 1000 Cultural Attendance
- —3 hrs. MCOM Major Elective
- —3 hrs. MCOM Major Elective **15 hrs.**

- MCOM 3823 Advertising
- MCOM 3843 Advertising Copy & Layout
- MCOM 4813 Public Relations Writing
- —3 hrs. MCOM Major Elective
- —3 hrs. General Elective **15 hrs.**

- SFA 1000 Cultural Attendance
- — 3 hrs. MCOM Major Elective
- — 3 hrs. MCOM Major Elective
- — 3 hrs. MCOM Major Elective
- — 7 hrs. General Elective **16 hrs.**

- MCOM 4611 Senior Portfolio in Mass Comm
- — 3 hrs. MCOM Major Elective
- — 3 hrs. MCOM Major Elective
- — 9 hrs. General Elective **16 hrs.**

Total credit Hours 62 hrs.

Students are encouraged to check 4 year degree plan for course sequences and offerings.



YOUR FUTURE - YOUR CHOICE



Course Equivalency Table

Oklahoma City Community College	East Central University
DMB 1023 Introduction to Graphic Design ‡	NO EVALUATION
JB 1103 Audio Production	MCOM 2753 Audio Production
JB 1133 News Writing ‡	COMM 0000
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 Language Arts & Humanities (Journalism Emphasis). Articulated without a minor. A minor is not required, please see an advisor for appropriate courses.
- ⇒ ‡ These courses will be substituted as follows: DMB 1023 Introduction to Graphic Design—MCOM 3343 Imaging for Media; JB 1133 News Writing—MCOM 2733 News Writing; JB 2303 Magazine Feature Writing—MCOM Feature Writing; JB 2413 Principles of Public Relations—Public Relations
- ⇒ ** Will transfer as course content but not for upper level credit: Student should meet with an ECU advisor for more information.
- ⇒ 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 by clicking on *Admissions* 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 124 credit hours that apply to an ECU Bachelor's degree.