

EAST CENTRAL UNIVERSITY  
CLASS

**2023-2024 Mass Communication: Strategic Communication Degree Plan**

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**FIRST YEAR**

**Fall Semester**

- **ART 1123** Computers for Creatives OR another MCOM course
- **MCOM 1733** Intro to Mass Media OR another MCOM course
- **UNIV 1001** Tiger Connect (Information Literacy)
- **ENG 1113** Freshman Composition I (Communication) OR another General Education requirement
- **Mathematical & Statistical Reasoning** - Recommended **MATH 1413** OR another General Education requirement
- General Education Requirement (**Global Citizenship**) **XXX3**

**16 Total Hours**

**Spring Semester**

- **MCOM 1813** Intro to Video Production **OR** **MCOM 1713** Intro to Photo OR another MCOM course
- **ENG 1213** Freshman Composition II (Information Literacy) OR another General Education requirement
- **Nature & Science (Includes Lab) XXX4** OR another General Education requirement
- **Civic Consciousness** (Critical Thinking) **XXX3** OR another General Education requirement
- **General Education Elective XXX3** OR another General Education requirement

**16 Total Hours**

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**SECOND YEAR**

**Fall Semester**

- **MCOM 2733** Writing for Media I (**Communication**) OR another MCOM course
- **COMM 2153** Interpersonal Communication OR another MCOM/COMM course
- **ART 2943** Principles of Graphic Design OR another MCOM course
- **Civic Consciousness** (Critical Thinking) **XXX3** OR another General Education requirement
- **Cultural & Aesthetic Awareness XXX3** OR another General Education requirement
- **SFA 1000** Cultural Attendance

**15 Total Hours**

**Spring Semester**

- **MCOM 1813** Intro to Video Production **OR** **MCOM 1713** Intro to Photo OR another MCOM course
- **COMM 3133** Organizational Communication OR another MCOM/COMM course
- **Exploration & Personal Enrichment XXX3** OR another General Education requirement
- **Nature & Science XXX3** OR another General Education requirement
- **Cultural & Aesthetic Awareness XXX3** OR another General Education requirement

**15 Total Hours**

### THIRD YEAR

#### Fall Semester

- **MCOM 3783 Writing for Media II** OR another MCOM course
- **MCOM 3013 Media Practicum** OR another MCOM course
- **MCOM/COMM Required Elective XXX3** OR any MCOM core course not yet complete
- **Any Elective** (Upper Level) **XXX3**
- **Any Elective** (Upper Level) **XXX3**

**15 Total Hours**

#### Spring Semester

- **MCOM 4012 Career Preparation**
- **MCOM 3853 Media Ethics & Law** OR another MCOM/COMM course
- **MCOM 3053 Social Media Management** OR another MCOM/COMM course
- **COMM 3243 Presentational Communication** OR another MCOM/COMM course
- **MCOM 4711 Internship**
- **Any Elective** (Upper Level) **XXX3**

**15 Total Hours**

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### FOURTH YEAR

#### Fall Semester

- **MCOM/COMM Required Elective XXX3** OR any MCOM core course not yet completed
- **MCOM/COMM Required Elective XXX3** OR any MCOM core course not yet completed
- **General Education Elective XXX3** OR another General Education requirement
- **Any Elective** (Upper Level) **XXX3**
- **Any Elective** (Upper Level) **XXX3**

**15 Total Hours**

#### Spring Semester

- **MCOM 4611 Senior Portfolio**
- **COMM 3613 Group Dynamics** OR any MCOM/COMM Required Elective
- **MCOM/COMM Required Elective XXX3** OR any MCOM core course not yet completed
- **Any Elective** (Upper Level) **XXX3**
- **Any Elective** (Upper Level) **XXX3**

**13 Total Hours**

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#### NOTES:

- Minor is not required. If student chooses a minor then they will replace “Any Elective (Upper Level)” with their minor classes. Students can also take additional MCOM, ART, COMM, or MKT classes in place of “Any Elective (Upper Level)”.
- The Mass Communication major is part of the Art+Design : Media+Communication department and as such, students can take enroll in certain courses that have either the MCOM, ART, OR COMM prefix.
- Students declaring a Mass Communication major starting in the fall of 2022 must successfully complete one semester of SFA 1000 Cultural Attendance (zero hours credit, P/NP graded. Students on catalog years before 2022 must complete two semesters of SFA 1000.
- Students are highly encouraged to take their math and lab science classes within the first 2 semesters because it is still familiar from high school and if remediation classes are needed they must be completed within the first 24 credit hours.
- The recommended courses are listed for each semester in addition to an “OR” option that is an acceptable replacement for the recommended course.