

### East Central College

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### Admissions Office

ECC Campus  
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### Division

Communications, Education, Fine  
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East Central College is accredited by  
the Higher Learning Commission and  
a participant in the Academic Quality  
Improvement Program (AQIP).  
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## THE CAREER

Mass media communication professionals are message makers. This often involves using new technologies to communicate the right message to the right audience at the right time.

Once they complete their bachelor's degree, these professionals can pursue a number of career paths in business, academia, organizations and government. More specifically, they work in advertising, public relations, broadcasting, filmmaking and media production.

## PROFESSIONAL TRAITS

Those pursuing a career in this field should:

- Be ethically and socially responsible.
- Communicate effectively in both verbal and written mediums.
- Think critically and creatively to solve problems.
- Demonstrate proficiency in applying media theory to media products.
- Understand the history of the media and how it impacts local, national and international affairs.
- Discuss, debate and analyze media's role in society and how it currently affects that society.
- Be able to collaborate with peers to accomplish goals.

## EMPLOYMENT INFORMATION

Each of the major career paths in mass media communications is experiencing job growth, according to the U.S. Bureau of Labor Statistics. By 2020, positions in these fields are expected to increase:

Public Relations	21%
Advertising	13-14%
Media Production	4-14%
Broadcasting	10%

## ADMISSIONS REQUIREMENTS

Students must have completed:

- ✓ High school diploma or the equivalent  
(documentation must be sent to the registration office)
- ✓ Application for admission
- ✓ A placement test as specified by the college  
(some coursework requires minimum placement results)

## TRANSFER OPTIONS

Many of the credits, particularly the general education electives earned with this degree, are accepted as transfer credits by four-year colleges and/or universities. Please note that transferring credit is decided by the bachelor degree-granting institution. Students seeking to transfer should communicate often with their faculty advisors and the East Central College transfer advisor. They should also make early contact with the four-year institution of their choice regarding the transferability of ECC credits and coursework.

## GENERAL EDUCATION REQUIREMENTS

East Central College requires each transfer student complete a 42 hour general education block. General education at ECC is organized around the institution's common learning objectives and coursework. A student is required to demonstrate skills in each of the following three areas:

- **Communicating:** Improve written and oral communication skills; adapt and apply communication to academic and professional purposes, audiences and contexts; demonstrate the use of technology to analyze and communicate information; and use active listening and reading skills.
- **Creative/Critical Thinking:** Improve the application of relevant knowledge and theory to new ideas, positions or solutions; assess and analyze concepts and data; formulate meaningful questions; and interpret and evaluate evidence and arguments.
- **Ethics and Social Responsibility:** Develop cross cultural awareness and an understanding of global interconnectedness; apply multiple worldviews, analyze ethical choices and consequences; and understand the core values and accountability of citizenship in a democratic society.

## THE PROGRAM

This degree plan is designed for ECC students who want to pursue a Bachelor of Arts in a media-related field. Assuming appropriate placement scores, mass media communication is a two-year degree, with flexibility to customize the program toward the student's chosen career. This academic plan consists of the 42-credit hour general education core required of all transfer degrees with an emphasis on the humanities, plus electives in media theory, literacy and production.

The program is divided into two tracks: public relations (PR) and media production. Students on the PR track focus on media studies courses as well as business, marketing and speaking skills. Those interested in broadcasting, film and radio typically take the media production track consisting of media studies and production curriculum specific to their field of interest.

In addition, East Central provides various student activities, organizations and practicum experiences related to the discipline such as the *Cornerstone* student newspaper and ECC Student Media Club. They are also encouraged to take part in the ECC Fine and Performing Arts programs and the ECC Film and Lecture Series.

# MASS MEDIA COMMUNICATIONS

## ASSOCIATE OF ARTS

### PROGRAM OF STUDY

AA program (60 credit hours)

This program of study is for a full-time student; part-time study is also available. Please contact an academic advisor for full course options. All academic schedules are subject to change. For the most current schedule visit [www.eastcentral.edu](http://www.eastcentral.edu).

## YEAR 1

### FALL SEMESTER

COURSE	HOURS
FS 1000 Campus Orientation/ FS 1001 Foundation Seminar	1
EN 1223 English Comp I or EN 1233 Honors English Comp I	3
COM 1003 Oral Communications or COM 1103 Public Speaking	3
COM 1033 Introduction to Mass Media Communication	3
MT 1403 College Algebra	3
HI 1000/ PS 1000	0
History or Political Science Requirement	3
<b>Total Hours</b>	<b>16</b>

### SPRING SEMESTER

COURSE	HOURS
EN 1333/ EN 1343 English Comp II or Honors English Comp II	3
COM 1123 Intro to Film Studies	3
SC 1000 Laboratory Safety for Students	0
Life or Physical Science Requirement (with lab)	5
Communications Elective	3
<b>Total Hours</b>	<b>14</b>

## YEAR 2

### FALL SEMESTER

COURSE	HOURS
JR 2033 Diversity in the Media	3
Ethics and Social Responsibility Elective	3
Program Elective*	3
Program Elective*	3
Program Elective*	3
<b>Total Hours</b>	<b>15</b>

### SPRING SEMESTER

COURSE	HOURS
Life or Physical Science Requirement (w/o lab)	3
Creative/Critical Thinking Elective	3
Program Elective*	3
Program Elective*	3
Program Elective*	3
<b>Total Hours</b>	<b>15</b>

### \*SUGGESTED PROGRAM ELECTIVES

Students work with an ECC advisor and the baccalaureate institution of their choice to enroll in electives that will best transfer.

AR 2203 Photography I	GD 1123 Digital Illustration-Illustrator
AR 2213 Photography II	GD 1143 Introduction to Media and Design
AR 2223 Advanced Photography	GD 1713 Web Animation-Flash
BU 1003 Introduction to Business	GD 2003 Digital Video Tech I
BU 1013 Principles of Marketing	GD 2223 Digital Photography
BU 1213 Business Communications	GD 2233 Page Design and Layout
CS 1003 Microcomputer Applications	GD 2253 Web Design I
CS 1013 Survey of Computers and Information Systems	GD 2433 Digital Video Tech II
CS 1093 C# Programming	JR 1101 Applied Journalism
EN 2333 Creative Writing: Literary Nonfiction	JR 2013 News Writing
GD 1023 Digital Imaging-Photoshop	