



Catalog Year Fall 2015

EAST CENTRAL COLLEGE

MASS MEDIA COMMUNICATION

ASSOCIATE OF ARTS DEGREE

East Central College

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East Central College is
accredited by the Higher
Learning Commission of the
North Central Association of
Colleges and Schools
30 N. LaSalle St., Suite 2400
Chicago, Illinois 60602-2504
800-621-7440

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 OUTLOOK

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%

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 43-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.

ADMISSION 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 (please note: 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 universities. These decisions are made solely by the bachelor degree-granting institution, not ECC.

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.

ROLLA
573-466-4100

SULLIVAN
573-468-8287

UNION
636-584-6588

WARRENTON
636-584-6588

WASHINGTON
636-239-0598

WWW.EASTCENTRAL.EDU

MASS MEDIA COMMUNICATION

ASSOCIATE OF ARTS DEGREE

PROGRAM OF STUDY

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. For the most current academic schedule (which is subject to change), visit the college Web site at www.eastcentral.edu.

AA program (65-66 credit hours)

YEAR 1

FALL SEMESTER

COURSE	HOURS
FS 1000 Campus Orientation/ FS 1001/02 Foundation Seminar	1-2
EN 1223 English Comp I or EN 1233 Honors English Comp I	3
CT 1003 Oral Communication	3
CT 1033 Introduction to Mass Media Communication	3
MT 1403 College Algebra	3
PE Requirement	1
Total Hours	14-15

SPRING SEMESTER

COURSE	HOURS
EN 1333 English Comp II or EN 1343 Honors English Comp II	3
SO 1103 General Sociology	3
CT 1103 Public Speaking	3
CS 1003 Microcomputer Applications or CS 1013 Survey of CIS	3
HI 1000/ PS 1000 Constitutions Study Module	0
History or Pol. Science Requirement	3
Humanities Requirement (writing skill area)	3
Total Hours	18

YEAR 2

FALL SEMESTER

COURSE	HOURS
JR 2033 Diversity in the Media	3
SC 1000 Laboratory Safety for Students	0
Life or Physical Science Requirement (with lab)	5
Foreign Language Requirement	4
MMC Program Elective* (media production)	3
MMC Program Elective*	3
Total Hours	18

SPRING SEMESTER

COURSE	HOURS
CT 2113 Public Relations or CT 1123 Introduction to Film Studies	3
Life or Physical Science Requirement (without lab)	3
Social/Behavioral Science Requirement	3
MMC Program Elective*	3
MMC Program Elective*	3
Total Hours	15

*SUGGESTED PROGRAM ELECTIVES

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

MEDIA PRODUCTION/BROADCASTING

- JR 2033 Diversity in the Media
- JR 2013 News Writing
- AN 1003 Introduction to Cultural Anthropology
- AR 2203/2213 Photography I and II
- AR 2223 Advanced Photography
- EN 2333 Creative Writing: Literary Nonfiction
- GD 1013 Introduction to Multimedia & Graphic Design
- GD 1023/1163 Digital Imaging: Photoshop I and II
- GD 1123 Digital Illustration: Illustrator
- GD 1713 Web Animation: Flash
- GD 2223 Digital Photography
- GD 2303 Web Design I
- GD 2403/2433 Digital Video Tech I and II
- JR 1101 Applied Journalism I
- JR 2013 News and Feature Writing
- PY 1103 General Psychology

PUBLIC RELATIONS

- JR 2033 Diversity in the Media
- JR 2013 News Writing
- AN 1003 Introduction to Cultural Anthropology
- AR 2203 Photography I
- BU 1003 Introduction to Business
- BU 1013 Principles of Marketing
- EN 1303 Business Writing
- EN 2333 Creative Writing: Literary Nonfiction
- JR 1101 Applied Journalism I
- PS 1203 U.S. Government I: Nation & State
- PS 1303 State & Local Government
- PS 2303 Introduction to Comparative Politics
- PY 1103 General Psychology