

**WEBSTER UNIVERSITY  
SCHOOL OF COMMUNICATIONS  
TRANSFER GUIDE FOR  
EAST CENTRAL COLLEGE**

**MAJORS (BA)**

**DEPARTMENT OF COMMUNICATIONS AND JOURNALISM**

|   |              |
|---|--------------|
| Advertising and Marketing Communications                | 60 credits   |
| Broadcast Journalism                                    | 54 credits   |
| Journalism  | 50 credits   |
| Journalism with an Emphasis in Global Journalism        | 52 credits   |
| Media Communications                                    | 45 credits   |
| Media Communications with an Emphasis in Media Literacy | 51 credits   |
| Media Communications with an Emphasis in Scriptwriting  | 51 credits   |
| Public Relations  | 51 credits   |
| Speech Communications                                   | 51 credits # |

**DEPARTMENT OF ELECTRONIC AND PHOTOGRAPHIC MEDIA**

|  |            |
|--|------------|
| Audio Production                                     | 51 credits |
| Film with an Emphasis in Film Production             | 65 credits |
| Film with an Emphasis in Film Studies                | 56 credits |
| Interactive Digital Media                            | 57 credits |
| Interactive Digital Media with Emphasis in Animation | 67 credits |
| Photography  | 57 credits |
| Video Production                                     | 67 credits |

**DEGREE REQUIREMENTS**

|                        |                      |
|------------------------|----------------------|
|                        | <b>128 credits *</b> |
| Major Required Courses | 45-60 credits +      |
| General Education      | 36 credits ^ +       |
| Electives              | 25-47 credits        |

# See separate Articulation Agreement for Speech Communications

\*Minimum residency requirement: 30 of the last 36 credit hours need to be completed at Webster

+Students must earn a grade of C- or better in any course they wish to count toward their major or General Education.

^Students intending to complete a major in the School of Communications must complete a distribution requirement of General Education courses (see below). Students who complete an Associate in Arts (AA) degree before transferring to Webster University will have completed all of their General Education requirements.

**GENERAL EDUCATION**

All School of Communications students must complete a minimum of 36 credits of General Education with the following distribution:

**CATEGORY ONE: 18 credits**

Literature, history, foreign language, general studies, religious studies, philosophy, visual art, dance, theatre, music, composition

**CATEGORY TWO 12 credits**

Political science, sociology, psychology, anthropology, women's studies, multicultural studies, international relations, international studies, economics

**CATEGORY THREE 6 credits**

Computer applications, computer science, mathematics, natural sciences, physical sciences

**TRANSFER STUDENTS**

Transfer students in the School of Communications, who have taken introductory course work in the major, should not expect to complete their degree in less than four semesters due to the sequential

**nature of courses. Transfer students who have not taken introductory course work should not expect to complete all requirements in less than five to six semesters due to the sequential nature of courses.**

**Note for Advertising and Marketing Communications majors:** Entry into this major as a junior or senior is limited. To improve admission prospects and ensure proper course sequence, junior and senior transfer students should apply for admission to the Spring or Summer semesters. **All** transfer Advertising majors should plan on a minimum of five full semesters at Webster University.

### **COURSE EQUIVALENCIES FOR REQUIRED CORE COURSES**

#### **EAST CENTRAL COLLEGE**

No Equivalent

No Equivalent

No Equivalent

JR 1103 Newswriting

No Equivalent

No Equivalent

No Equivalent

No Equivalent

No Equivalent

#### **WEBSTER COURSES**

MEDC 1010 Introduction to Mass Communications

MEDC 1020 Introduction to Media Production

MEDC 1050 Introduction to Media Writing

JOUR 1030 Fundamentals of Reporting\*

MEDC 2200 Ethics in the Media

MEDC 2800 Cultural Diversity in the Media

MEDC 4100 The Law and the Media

MEDC 4950 Professional Media Practicum (Internship)

XXXX 4620 Senior Overview

\*Broadcast Journalism and Journalism majors must take JOUR 1030. Other majors may require MEDC 1050, or allow a choice between the two.

### **ADDITIONAL COURSE EQUIVALENCIES**

Consult a current Webster University catalog for the specific requirements of your major before selecting additional courses. Not all courses apply to all majors.

#### **EAST CENTRAL COLLEGE**

AR 2203 Photography I

AR 2213 Photography II

BU 1013 Principles of Marketing

BU 1033 Principles of Advertising

GD 2414 Developing Interactive Media

GD 2103 Digital Imaging

**AND** GD 2123 Commercial Illustration I

GD 2303 Web-based Design & Publications

GD 2313 Web-based Design

**AND** GD 2433 Digital Video Techniques II

GD 2424 Developing Interactive Multimedia II

JR 1103 Journalism Productions

#### **WEBSTER UNIVERSITY**

PHOT 1000 Photography I

PHOT 2000 Photography II

MNGT 3500 Marketing

MNGT 3510 Advertising

INTM 1600 Introduction to Interactive Media

INTM 2200 Visual Presentation I

INTM 3100 Programming for Web Communications

INTM 3550 Visual Presentation II

INTM 3300 Programming for Interactive Comm

JOUR 2140 Advanced Reporting

### **PORTFOLIO REVIEW**

All students declaring a major within the School of Communications at Webster University (except for Speech Communication and Interactive Digital Media) will complete a portfolio of their work as part of their degree requirements. Students present their work to a panel of faculty after they have completed MEDC 1010 Introduction to Mass Communications, MEDC 1020 Introduction Media Production, and nine hours designated by their major. It is a review of intermediate work, not senior-level work. Students should save all papers and projects from Webster University along with faculty comments for this review. Broadcast Journalism and Journalism (all emphases) majors undergo Portfolio Review as part of a course.

### **PRE-ENROLLMENT INTERVIEW**

Transfer students with prior coursework in communications must submit a portfolio of their work in a pre-enrollment interview to determine placement within the curriculum and their standing regarding portfolio review. If a student meets the portfolio review criteria, this pre-enrollment interview may serve as the initial portfolio review. Students should save papers/projects from their communications classes at the community college for this interview.