

West Texas A&M University
Advising Services
Degree Checklist
2021-2022

(For assistance completing this form, contact Advising Services at 806-651-5300)

NAME: _____ **WT ID:** _____ **DATE:** _____

**Public Relations, Advertising, and Applied
Communication**
Department of Communication
FAC 103 651-2798

Bachelor of Arts Degree
BA.PR.ADV.APCOM (236)

CORE CURRICULUM COURSES: 42 HOURS ♦		HRS
Communication (Core 10)		
ENGL 1301 Introduction to Academic Writing and Argumentation	3	
COMM 1315, 1318, or 1321	3	
Mathematics (Core 20)		
MATH 1314*, 1316*, 1324*, 1325*, 1332*/**, 1342*/**, 1350*/**, 2412*, or 2413* (2412 & 2413: fourth hr. moves to Core 90)	3	
Life and Physical Sciences (Core 30)		
Take two courses from (extra lab hours move to Core 90): ♦		
ANSC 1319; BIOL 1406 or 1408, 1407* or 1409*, 1411, 1413; CHEM 1405* or 1411*, 1412*; ENVR 1407*; GEOL 1401 or 1403, 1402, 1404; PHYS 1401*, 1402*, 1411, 1412, 1471, 2425*, 2426*; PSES 1301, 1307	6	
Language, Philosophy and Culture (Core 40)		
See University Core Requirements below	(3)	
Creative Arts (Core 50)		
ARTS 1301, 1303, 1304; DANC 2303; MUSI 1306, 1307 (for music majors), 1310; or THRE 1310 Choose 1	3	
American History (Core 60)		
HIST 1301, 1302, 2301, 2381, 2382 Choose 2	6	
Government/Political Science (Core 70)		
POSC 2305 and 2306	6	
Social and Behavioral Sciences (Core 80)		
AGBE 2317*; COMM 2377; CRIJ 1301; ECON 2301, 2302; PSYC 2301; SOCI 1301 Choose 1	3	
Component Area Option (Core 90)		
Take six hours from: ♦		
AGRI 2300; BIOL lab hours (from Core 30); BUSI 1304; CHEM lab hours (from Core 30); CIDM 1105, CIDM 1301 or 1315; CS 1301; ECON 2331; ENGL 1101, 1102, 1302*, 2311*; ENVR lab hour (from Core 30); GEOL lab hours (from Core 30); IDS 1071 (1-3 hours); extra MATH hours (from Core 20); MUSI 1053; PHIL 2303; PHYS lab hours (from Core 30); SES 1120	6	
PUBLIC RELATIONS, ADVERTISING, AND APPLIED COMMUNICATION MAJOR REQUIREMENTS: 48 HOURS**** A grade of "C" or better must be earned in all courses required for major.		
UNIVERSITY CORE REQUIREMENTS: 3 HOURS		
CORE 40		
MCOM 1307 Introduction to Media Communication	3	
MEDIA COMMUNICATION CORE: 28 HOURS		
MCOM 1336 Basic Video Production	3	
MCOM 2310 Media Design	3	
MCOM 2311 Media Writing	3	
MCOM 2376 Media Theory	3	
MCOM 3305* New Media	3	
MCOM 3314* Public Relations & Advertising Research OR COMM 3315* Research Methods	3	
MCOM 3327 Media Law	3	
MCOM 3379 Media Management		
MCOM 2327 Advertising Principles	3	
MCOM 3331 Media History Choose 1		
MCOM 4191* Portfolio & Professional Development	1	

MCOM 4302* Media Ethics	3	
PUBLIC RELATIONS, ADVERTISING, AND APPLIED COMMUNICATION REQUIREMENTS: 17 HOURS		
MCOM 4398 Media Internship	3	
Take 14 hours from:		
MCOM 1318 Digital Photography		
MCOM 2171 KWTS Practicum (<i>can be repeated</i>)	1,1,1	
MCOM 2172 Eternal Flame Practicum	1,1,1	
MCOM 2173 Prairie Practicum (<i>can be repeated</i>)	1,1,1	
MCOM 2174 Sports Broadcasting Practicum	1,1,1	
(Any combination of practicum hours can be taken up to a total of 3 hrs.)		
MCOM 2327 Advertising Principles (<i>if not taken for MCOM Core</i>)		
MCOM 3094 Individual Problems		
MCOM 3307* Public Relations Campaigns OR MCOM 3308* Advertising Campaigns		
COMM/MCOM 3304 Introduction to Buffalo Advertising	14	
MCOM 3310* Advanced Design		
MCOM 3312 Advertising Techniques		
MCOM 3313 Public Relations Copywriting		
MCOM 3314 Public Relations & Advertising Research (<i>if not taken for MCOM Core</i>)		
MCOM 3331 Media History		
MCOM 3335* News One on Air		
MCOM 3350 Public Relations and Publicity		
MCOM 3375 Mass Media Sales		
MCOM (or COMM) 4300 Communication Study Abroad		
COMM 4302 Event Planning		
MCOM 4321 1910 PR		
MCOM 4390* Senior Project		
BACHELOR OF ARTS REQUIREMENTS: 12 HOURS		
Six hours of foreign language.	(6-8)	
Six hours chosen from art, English, history, modern languages, music, philosophy and theatre.	6	
ELECTIVES: 19-21 HOURS BY ADVISEMENT—SEE NOTES I & II		
ELECTIVES (NON-MCOM) ♦	19-21	
MINIMUM HOURS REQUIRED TO COMPLETE DEGREE		
	120	

♦ NOTE I: The core curriculum must total **exactly 42 hours**; excess hours must be moved to the major as an elective or a major requirement and stay within the 120-hour requirement or approved total submitted to the Coordinating Board for degree requirements. Some majors specify particular courses to meet core curriculum requirements when options are available.

* Indicates prerequisites—see catalog for more information.

** While MATH 1332, 1342 and 1350 will fulfill core math requirements, they will NOT prepare students for higher-level math courses such as Plane Trigonometry (MATH 1316) or Pre-Calculus (MATH 2412).

*** Or an equivalent course (second year, second semester) in a foreign language.

**** All Public Relations, Advertising, and Applied Communication majors will compile and submit an e-portfolio that demonstrates required competencies. See catalog for details.

NOTE II: At least 36 hours of advanced work (3000- or 4000-level courses) for which tuition is paid must be earned at WTAMU. A maximum of six semester hours in religion (RELI) and six semester hours in physical education (PHED) courses can count toward a baccalaureate degree.

NOTE: This is NOT a degree plan. All undergraduate students must request an official degree plan from their academic dean's office by the time they have completed 30 credit hours.

WTAMU ADVISING SERVICES
2021-2022 Curriculum Guide

Major: Public Relations, Advertising, App Communication, BA

236

First Year			
Fall		Spring	
CORE 10—ENGL 1301	3	MCOM CORE—MCOM 2310	3
CORE 10—COMM 1315* 1318 or 1321	3	MCOM CORE—MCOM 2311	3
CORE 20—MATH	3	CORE 30—SCIENCE	3
CORE 40—MCOM 1307*	3	CORE 90—ENGL 1302 or 2311	3
Foreign Language	4	Foreign Language	4
Semester Hours	16	Semester Hours	16

Second Year			
Fall		Spring	
CORE 50—CREATIVE ARTS	3	CORE 30—SCIENCE	3
CORE 70—POSC 2305	3	CORE 60—HISTORY	3
CORE 90—ENGL 1102	1	CORE 70—POSC 2306	3
MCOM CORE—MCOM 2327 (or take 3331 or 3379 later)	3	MCOM CORE—MCOM 1336	3
MCOM CORE—MCOM 1336	3	MCOM CORE—MCOM 2376	3
PR/ADV/APCOM REQ.**	3		
Semester Hours	16	Semester Hours	15

Third Year			
Fall		Spring	
CORE 60—HISTORY	3	MCOM CORE—MCOM 3327	3
B.A. Requirement	3	PR/ADV/APCOM REQ.	3
MCOM CORE—MCOM 3305	3	NON-MCOM ELECTIVE	3
MCOM CORE—MCOM 3314	3	NON-MCOM ELECTIVE	3
CORE 80—COMM 2377	3	B.A. Requirement	3
Semester Hours	15	Semester Hours	15

Fourth Year			
Fall		Spring	
MCOM CORE—MCOM 4302	3	PR/ADV/APCOM REQ.	3
MCOM 3304 or MCOM 4321	3	MCOM CORE—MCOM 4398	3
NON-MCOM ELECTIVE	3	NON-MCOM ELECTIVE	3
NON-MCOM ELECTIVE	3	NON-MCOM ELECTIVE	2
NON-MCOM ELECTIVE	3	MCOM CORE—MCOM 4191	1
Semester Hours	15	Semester Hours	12

Degree Total Hours 120

DISCLAIMER: This curriculum guide should be used in conjunction with the corresponding degree checklist for general planning purposes only. The degree checklist (later a student's official degree plan) should be referred to as the comprehensive list of all courses required for the degree. An official degree plan is required after completing 45 hours. Students should always seek the advice of their academic adviser before scheduling classes.

*All students in the Department of Communication should enroll in the majors-only sections of COMM 1315 and MCOM 1307 if possible.

**Three 1-hour practicum classes can be spread across multiple semesters and combined to count toward your required hours for the major.

Identified Marketable Skills	
<ul style="list-style-type: none"> • Effective writing • Multimedia production • Verbal and visual presentation 	<ul style="list-style-type: none"> • Leadership • Research

Top 3 Employers/Industries
<ul style="list-style-type: none"> • social media management • advertising and PR agencies • corporate and nonprofit communication

Other Degree Notes:
<p>All Public Relations, Advertising, and Applied Communication majors will compile and submit an e-portfolio that demonstrates required competencies. PR/ADV/APCOM majors are encouraged to join one of the professional student organizations within the Department of Communication. The required internship class should be taken during the final semester. Recommended non-MCOM electives include: COMM 3333 Crisis Communication, COMM 3341 Persuasion, and MKT 3340 Principles of Marketing.</p>