

**West Texas A&M University**  
**Advising Services Degree Checklist 2019-2020**

**AC** This symbol indicates courses that apply towards degree programs at WT. All core classes are offered at AC. Please refer to the list regarding major specific courses. Course prefixes and numbers may vary at each institution. Please contact an adviser to ensure the course will apply towards chosen core area.

**NAME:** \_\_\_\_\_ **WT ID:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**Digital Communication and Media**  
**Department of Communication**  
**FAC 103 651-2798**

<b>CORE CURRICULUM COURSES: 42 HOURS ♦</b>	<b>HRS</b>	<b>AC</b>
<b>Communication (Core 10)</b>		
ENGL 1301 Introduction to Academic Writing and Argumentation	3	
COMM 1315, 1318, or 1321	3	
<b>Mathematics (Core 20)</b>		
MATH 1314*, 1316*, 1324*, 1325*, 1332*/**, 1342*/**, 1350*/**, 2412*, or 2413* (2412 & 2413: fourth hr. moves to Core 90)	3	
<b>Life and Physical Sciences (Core 30)</b>		
<b>Take two courses from (extra lab hours move to Core 90): ♦</b> 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, 2425*, 2426*; PSES 1301, 1307	6	
<b>Language, Philosophy and Culture (Core 40)</b>		
See University Core Requirements below	(3)	
<b>Creative Arts (Core 50)</b>		
ARTS 1303, ARTS 1304; DANC 2303; MUSI 1306, MUSI 1307, MUSI 1310; or THRE 1310 <b>Choose 1</b>	3	
<b>American History (Core 60)</b>		
HIST 1301, 1302, 2301, 2381 <b>Choose 2</b>	6	
<b>Government/Political Science (Core 70)</b>		
POSC 2305 and 2306	6	
<b>Social and Behavioral Sciences (Core 80)</b>		
AGBE 2317*; COMM 2377; CRIJ 1301; ECON 2301, 2302; PSYC 2301; SOCI 1301 <b>Choose 1</b>	3	
<b>Component Area Option (Core 90)</b>		
<b>Take six hours from: ♦</b> AGRI 2300; BIOL lab hours (from Core 30); BUSI 1304; CHEM lab hours (from Core 30); CIDM 1105, CIDM 1301 or 1315; CS 1301; ENGL 1101, 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	
<b>DIGITAL COMMUNICATION AND MEDIA MAJOR REQUIREMENTS: 43 HOURS****</b> A grade of "C" or better must be earned in all courses required for major.		
<b>UNIVERSITY CORE REQUIREMENTS: 3 HOURS</b>		
<b>CORE 40</b> MCOM 1307 Introduction to Media Communication <b>AC</b>	3	
<b>MEDIA COMMUNICATION CORE: 25 HOURS</b>		
MCOM 2310 Media Design	3	
MCOM 2311 Media Writing <b>AC</b>	3	
MCOM 2376 Media Theory	3	
MCOM 3305* New Media	3	
MCOM 3314* Public Relations & Advertising Research <b>OR</b> COMM 3315* Research Methods	3	
MCOM 3327 Media Law	3	
MCOM 3379 Media Management MCOM 2327 Advertising Principles <b>AC</b> MCOM 3331 Media History <b>Choose 1</b>	3	
MCOM 4191* Portfolio & Professional Development	1	
MCOM 4302* Media Ethics	3	

**Bachelor of Arts Degree**  
**BA.BROAD.EMEDIA (237)**

<b>DIGITAL COMMUNICATION AND MEDIA REQUIREMENTS: 15 HOURS</b>		
MCOM 4398 Media Internship	3	
<b>Take 12 hours from:</b>		
MCOM 1318 Digital Photography <b>AC</b>		
MCOM 2171 KWTS Practicum <b>AC</b>		1,1,1
MCOM 2172 Eternal Flame Practicum		1,1,1
MCOM 2173 Prairie Practicum		1,1,1
MCOM 2174 Sports Broadcasting Practicum		1,1,1
MCOM 2175 Public Relations Practicum		1,1,1
(Any combination of practicum hours can be taken up to a total of 3 hrs.)		
MCOM 1336 Basic Video Production		
MCOM 2303 Basic Audio Production		
MCOM 3306* Advanced Audio Production		12
MCOM 3310* Advanced Design		
MCOM 3330 Audio Journalism		
MCOM 3331 Media History		
MCOM 3335* News One on Air <b>AC</b>		
MCOM 3336 Broadcast News Production		
MCOM 4322* Advanced Video Production		
MCOM 4331 Broadcast Announcing		
MCOM (or COMM) 4300 Communication Study Abroad		
MCOM 4390* Senior Project <b>OR</b> MCOM (or COMM) 3304 Introduction to Buff Advertising		
<b>BACHELOR OF ARTS REQUIREMENTS: 12 HOURS AC OPTION</b>		
Six hours of foreign language.	(6-8)	
Six hours chosen from art, English, history, modern languages, music, philosophy and theatre.	6	
<b>ELECTIVES: 21-23 HOURS BY ADVISEMENT—SEE NOTE</b>		
ELECTIVES (NON-MCOM)		21-23
<b>MINIMUM HOURS REQUIRED TO COMPLETE DEGREE 120</b>		

♦ NOTE: 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 Broadcasting, Electronic Media majors will compile and submit an e-portfolio that demonstrates required competencies. See catalog for details.

NOTE: At least 39 hours of advanced work (3000- or 4000-level courses) for which tuition is paid must be earned at WTAMU, and 30 of the final 36 hours counted toward the degree must be earned at WTAMU. A maximum of 60 semester hours in mass communication (MCOM), six hours in religion (RELI) and six hours in physical education (PHED) can be counted toward a degree. **Digital Communication and Media majors may not count more than 43 hours of MCOM courses toward the degree**; therefore, all elective hours should be in non-MCOM subjects.

**NOTE: This is NOT a degree plan. After completing 30 hours, students are required to request an official degree plan by using the online Degree Plan Request form. The dean's office of the Sybil B. Harrington College of Fine Arts and Humanities, located in Mary Moody Northen Hall, Room 181 (or call 806-651-2782), can answer questions about the degree plan. Students who have completed 45 hours will not be allowed to progress without requesting a degree plan.**

**WTAMU ADVISING SERVICES**  
**2019-2020 Curriculum Guide**

Major: Digital Communication and Media, BA

Major Code: 237

First Year	
Fall	Spring
CORE 10-ENGL 3	MCOM 2310 3
	MCOM Core
CORE 10--COMM 3	MCOM 2311 3
	MCOM Core
CORE 40 3	CORE 60--HIST 3
MCOM 1307	1301, 1302, 2301, 2381
MCOM Practicum 1	MCOM Practicum 1
2171, 2172, 2173, 2174, 2175	2171, 2172, 2173, 2174, 2175
CORE 20--MATH 3	CORE 30--Lab Science 4
CORE 80 3	CORE 90 3
COMM 2377	ENGL1302 Or 2311
Semester Hours 16	Semester Hours 17

Second Year	
Fall	Spring
CORE 50 3	MCOM 2303 or 4322 3
See checklist for options	Digital Media Req
CORE 90 1	MCOM 2376 3
ENGL 1101	MCOM Core
MCOM 1336 3	CORE 30--Lab Science 4
Digital Media Req.	CORE 70--POSC 3
BA Language Requirement 4	2305 or 2306
CORE 70--POSC 3	BA Language Requirement 4
2305 or 2306	
MCOM Practicum 1	Course ID CR
2171, 2172, 2173, 2174, 2175	
Semester Hours 15	Semester Hours 17

Third Year	
Fall	Spring
MCOM 3305 3	MCOM 3327 3
MCOM Core	MCOM core
NON MCOM Elective 3	MCOM 3335 3
Recommend COMM 3341	Digital Media Requirement
Non-MCOM Elective 3	NON MCOM Elective 3
	Recommend COMM 4330
BA Requirement 3	BA Requirement 3
See checklist for options	See checklist for options
CORE 60--HIST 3	MCOM 3336 or 4331 3
1301, 1302, 2301, 2381	Digital Media Requirement
Semester Hours 15	Semester Hours 15

Fourth Year	
Fall	Spring
MCOM 3379 3	MCOM 4191 1
MCOM Core	MCOM Core
MCOM 3314 3	MCOM 4302 3
MCOM Core	MCOM Core
MCOM 4398 3	NON MCOM elective 3
Digital Media Requirement	Recommend COMM 3345
Non-MCOM Eelctive 3	Non-MCOM Elective 3
Non MCOM Elective 1	Non-MCOM Elective 2
Recommend COMm 2178	
Semester Hours 13	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 30 hours. Students should always seek the advice of their academic adviser before scheduling classes.

**Identified Marketable Skills:** ♦ Multimedia Productions skills, producing well written pieces on a variety of platforms; Media Design skills using Adobe Creative Suite; Media Management Skills for both social and traditional media; Effective writing skills for copy used in print, broadcast and web outlets; Research skills in conducting both primary and secondary research; Leadership skills in completing group projects for a variety of clients

**Top 3 Local Employers or Industries/Professional Programs/Possible Career Opportunities:** ♦ Career opportunities include social media management, writing and reporting for media outlets, media production for non-profits; copywriting and media design; News and video production' documentary film maker, TV news anchor; sports broadcasting

**Prerequisites/Important Sequences/Other Degree Notes:** Digital Comm and Media majors should take MCOM 1336 Basic Video production prior to enrolling in advanced production classes. MCOM 4191 should be scheduled during the final semester. ALL MCOM majors are required to complete an internship and create a senior portfolio. MCOM majors should take the discipline specific section of COMM 1315 and MCOM 1307; for CORE 90 enroll in ENGL 1302 or 2311 and ENGL 1101. Students are encouraged to join the