

**West Texas A&M University**  
**Advising Services**  
**Degree Checklist**  
**2014-2015**

(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**

CORE CURRICULUM COURSES: 42 HOURS ♦		HRS
<b>Communication (Code 10)</b>		
ENGL 1301 (ENG 101) Introduction to Academic Writing and Argumentation	3	
COMM 1315 (SCOM 101, 1315), 1318 (SCOM 103, 1318), or 1321 (SCOM 201, 1321)	3	
<b>Mathematics (Code 20)</b>		
MATH 1314* (110), 1316* (111), 1324* (115), 1325* (116), 1332*/**, 1350*/** (220), 2412* (1348), or 2413* (240) (extra MATH hour moves to Code 90)	3	
<b>Life and Physical Sciences (Code 30)</b>		
<b>Take two courses from (extra lab hours move to Code 90): ♦</b>		
ANSC 1319 (121); BIOL 1406 (101) or 1408, 1407* (102) or 1409*, 1411 (122), 1413 (121); CHEM 1405* (121), 1411* (101), 1412* (102); GEOL 1401 (GESC 111) or 1403 (101), 1402 (GESC 112), 1404 (102); PHYS 1401* (101), 1402* (102), 1411, 1412, 2425* (210), 2426* (211); PSES 1301 (216), 1307 (112)	6	
<b>Language, Philosophy and Culture (Code 40)</b>		
ANTH 2351 (201), ENGL 2321*, 2326*, 2331*, 2341*, 2343*; HIST 2311 (110), 2323, 2372 (210); PHIL 1301 (101), 2374 (204); SPAN 2311* (206), 2312*/*** (207), 2313* or SPAN 2315*/*** <b>Choose 1</b>	3	
<b>Creative Arts (Code 50)</b>		
HUMA 1315 (FA 101); ARTS 1303 (ART 151), ARTS 1304 (ART 152); DANC 2303; MUSI 1306 (MUS 101) or 1208 and 1209* (extra MUSI hour moves to Code 90); or THRE 1310 (105) <b>Choose 1</b>	3	
<b>American History (Code 60)</b>		
HIST 1301 (201), 1302 (202), 2301, 2381 <b>Choose 2</b>	6	
<b>Government/Political Science (Code 70)</b>		
POSC 2305 (101) and 2306 (102)	6	
<b>Social and Behavioral Sciences (Code 80)</b>		
AGBE 2317* (213); COMM 2377 (SCOM 255, 2377); CRJ 1301 (CJ 105); ECON 2301 (ECO 201), 2302 (ECO 202); PSYC 2301 (PSY 201); SOCI 1301 (201) <b>Choose 1</b>	3	
<b>Component Area Option (Code 90)</b>		
<b>Take six hours from: ♦</b>		
AGRI 2300; BIOL lab hours (from Code 30); BUSI 1304 (GBUS 215); CHEM lab hours (from Code 30); CIDM 1301 (CIS/IDM 1301); CS 1301; ENGL 1302 (ENG 102), 2311 (ENG 270); FIN 1307 (120); GEOL lab hours (from Code 30); IDS 1071 (1-3 hours); extra MATH hours (from Code 20); PHIL 2303 (203); PHYS lab hours (from Code 30)	6	

**PUBLIC RELATIONS, ADVERTISING, AND APPLIED  
COMMUNICATION MAJOR REQUIREMENTS: 43 HOURS\*\*\*\***  
**A grade of "C" or better must be earned in all courses required for major.**

MASS COMMUNICATION CORE: 28 HOURS		HRS
MCOM 1307 (MC 107) Introduction to Mass Communication	3	
MCOM 2310 (4310) Media Design	3	
MCOM 2315 (MC 102) Writing for the Media	3	
MCOM 2376 Mass Communication Theory	3	
MCOM 3305* (MC 305) New Media	3	
MCOM 3314 (MC 314) Public Relations & Advertising Research	3	
COMM 3315* (SCOM 315, 3315) Research Methods <b>Choose 1</b>		
MCOM 3327 (MC 327) Mass Media Law	3	
MCOM 3379 (MC 379) Media Management	3	
MCOM 2327 (MC 250) Advertising Principles	3	
MCOM 3331 (MC 331) Media History <b>Choose 1</b>		
MCOM 4191* Portfolio & Professional Development	1	

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BA.PR.ADV.APCOM (236)**

MCOM 4302* (MC 402) Mass Communication Ethics	3	
<b>PUBLIC RELATIONS, ADVERTISING, AND APPLIED COMMUNICATION REQUIREMENTS: 15 HOURS</b>		
MCOM 4398 (MC 495) Media Internship	3	
<b>Take 12 hours from:</b>		
MCOM 1319 (MC 212) Digital Photography		
MCOM 2171 KWTS Practicum (can be repeated)	1,1,1	
MCOM 2172 Eternal Flame Practicum	1,1,1	
MCOM 2173 Prairie Practicum (can be repeated)	1,1,1	
MCOM 2174 (NEW) Sports Broadcasting Practicum	1,1,1	
MCOM 2327 (MC 250) Advertising Principles (if not taken for MCOM Core)		
MCOM 2375*, 2375L (MC 275) Multi-platform Publishing		
MCOM 3094 (MC 398) Individual Problems		
MCOM 3307* (MC 307) Public Relations Campaigns OR MCOM 3308* (MC 250) Advertising Campaigns		12
MCOM 3312 Advertising Techniques		
MCOM 3313 (MC 313) Public Relations Copywriting OR MARKETING ELECTIVE AS ADVISED		
MCOM 3314 (MC 314) Public Relations & Advertising Research (if not taken for MCOM Core)		
MCOM 3331 (MC 331) Media History		
MCOM 3335* (MC 335) TV Reporting/Anchoring		
MCOM 3350 (MC 350) Public Relations and Publicity		
MCOM 3375 (MC 375) Mass Media Sales		
MCOM (or COMM) 4300 Communication Study Abroad		
MCOM 4390* (MC 499) Senior Project		
<b>BACHELOR OF ARTS REQUIREMENTS: 12 HOURS</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 NOTES I &amp; II</b>		
ELECTIVES (NON-MCOM) ♦	21-23	
<b>MINIMUM HOURS REQUIRED TO COMPLETE DEGREE</b>	<b>120</b>	

♦ 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 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 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. **Public Relations, Advertising, and Applied Communication majors may not count more than 43 hours of MCOM courses toward the degree**; and no more than six hours in religion (RELI) and six hours in physical education (PHED) can be counted toward a degree.

**Note: This is NOT a degree plan. After completing 30 hours, students are encouraged to request an official degree plan in the office of the dean of the Sybil B. Harrington College of Fine Arts and Humanities, located in Mary Moody Northen Hall, Room 161 (or call 806-651-2777). Students who have completed 45 hours will not be allowed to progress without requesting a degree plan.**



First Year			
Fall		Spring	
H o u r s  15	CORE 10-ENGL 1301	3	H o u r s  15
	CORE 10-COMM	3	
	1315, 1318 or 1321		
	MCOM 1307	3	
	MCOM Core		
	CORE 20-MATH	3	
	See * in Notes		
	CORE 90	3	
See * in Notes		MCOM 2310	3
		MCOM Core	
		MCOM 2315	3
		MCOM Core	
		CORE 60-HIST	3
		1301, 1302, 2301 or 2381	
		CORE 30-LAB SCIENCE	3
		See * in Notes	
		CORE 90	3
		See * in Notes	

Second Year			
Fall		Spring	
H o u r s  15	CORE 50	3	H o u r s  15
	See checklist for options		
	MCOM 2327	3	
	MCOM Core***		
	CORE 80	3	
	COMM 2377 Recommended		
	MCOM 1319	3	
	PR/ADV/APCOM Reqt.**		
		PR/ADV/APCOM Reqt.**	
		MCOM 2376	3
		MCOM Core	
		CORE 30-LAB SCIENCE	3
		See * in Notes	
		CORE 70-POSC	3
		2305 or 2306	
		CORE 70-POSC	3
		2305 or 2306	
		NON MCOM ELECTIVE	3

Third Year			
Fall		Spring	
H o u r s  16	MCOM 3305	3	H o u r s  16
	MCOM Core		
	MCOM 3350	3	
	PR/ADV/APCOM Reqt.**		
	BA FOREIGN LANG	4	
	See checklist for options		
	BA REQUIREMENT	3	
	See checklist for options		
		MCOM Core	
		BA FOREIGN LANG	4
		See checklist for options	
		NON MCOM ELECTIVE	3
		BA REQUIREMENT	3
		See checklist for options	
		NON MCOM ELECTIVE	3

Fourth Year			
Fall		Spring	
H o u r s  15	CORE 40	3	H o u r s  13
	See checklist for options		
	MCOM 3314	3	
	MCOM Core****		
	MCOM 4398	3	
	PR/ADV/APCOM Reqt.		
	NON MCOM ELECTIVE	3	
		MCOM Core	
		MCOM 4302	3
		MCOM Core	
		AD/PR/APCOM REQT	3
		MCOM 3375, 3308 or 3309**	
		NON MCOM ELECTIVE	3
		NON MCOM ELECTIVE	3

**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.

Notes:  
 \* See checklist for options. **Core 90:** Lab hours for 4-hour Core 30 (science) courses and extra hour from 4-hour Core 20 (math) courses must be counted in Core 90.  
**All Public Relations, Advertising, and Applied Communication majors:** 1-hour designated section of IDS 1071 for Communication majors is recommended for Core 90.  
 \*\* Advertising, Public Relations & Applied Comm. Requirements: see checklist for all options. These may include 3 hours of MCOM Practicum (2171, 2172, 2173, or 2174), not to exceed a total of 3 hours. Courses taken to satisfy MCOM Core requirements (e.g. MCOM 2327, 3314) cannot be counted again towards AD/PR/APCOM Emphasis requirements.  
 \*\*\* May also take MCOM 3379 or MCOM 3331 (unless 3331 is taken for Public Relations, Advertising, and Applied Comm. Requirements).  
 \*\*\*\* May also take COMM 3315.  
 All Seniors must enroll in MCOM 4191 during their final semester.