

**West Texas A&M University**  
**STARR Center**  
**Degree Checklist**  
**2006-2007**

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

**Mass Communications—Advertising/Public Relations**  
**Department of Art, Communication and**  
**Theatre - FAB 151 651-2799**

<b>CORE CURRICULUM COURSES (42 HOURS)</b>		<b>HRS</b>
ENGL 1301 (ENG 101) (ENGLISH)		3
ENGL 1302* (ENG 102) (ENGLISH)		3
SCOM 1315 (101), 1318 (103), or 1321 (201) (SPEECH COMMUNICATIONS)		3
MATH 1314* (110), 1324* (115), or 1332*/*** (NEW) (MATHEMATICS)		3
LAB SCIENCE (BIOLOGY, CHEMISTRY, GEOLOGY, PHYSICS, INTEGRATED SCIENCE***)		4
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ENGL 2332* (ENG 201), 2333* (202), 2371* (203); HIST 2372 (210); PHIL 1301 (101); or SPAN 2312*/**** (207) (ENGLISH, HISTORY, PHILOSOPHY, SPANISH) <b>Choose 1</b>		3
HUMA 1315 (FA 101); ARTS 1303 (ART 151), ARTS 1304 (ART 152); MUSI 1306 (MUS 101) or 1208 and 1209; or THRE 1310 (105) (FINE ARTS, ARTS, MUSIC, THEATRE) <b>Choose 1</b>		3
HIST 1301 (201) (HISTORY)		3
HIST 1302 (202) (HISTORY)		3
POSC 2305 (101) (POLITICAL SCIENCE)		3
POSC 2306 (102) (POLITICAL SCIENCE)		3
ANTH 2351 (201) ECON 2301 (ECO 201), GEOG 1302 (202), PSYC 2301 (PSY 201), SOCI 1301 (201) (ANTHROPOLOGY, ECONOMICS, GEOGRAPHY, PSYCHOLOGY, SOCIOLOGY) <b>Choose 1</b>		3
PHED 1111 (SES 101) (PHYSICAL EDUCATION) Upon written recommendation of the University physician or the coordinator for Student Disability Services, students may substitute a one hour elective course in lieu of physical education course.		1
<b>MASS COMMUNICATIONS CORE (33 HOURS)</b>		
MCOM 1307 (MC 107) (MASS COMMUNICATIONS) Introduction to Mass Communication		3
MCOM 2310 Media Design		3
MCOM 2311 (MC 101) Introduction to Journalism		3
MCOM 2315* (MC 102) Media Writing		3
MCOM 2327 (MC 250) Advertising Principles		3
MCOM 3305* (MC 305) New Media		3
MCOM 3309*, 3309L (MC 201) News Reporting		3
MCOM 3327 (MC 327) Mass Media Law		3
MCOM 3335* (MC 335) Television Reporting		3
MCOM 4302 (MC 402) Mass Communications Ethics		3
MCOM 4390* (499) Senior Project		3
MCOM 4398* (MC 495) Media Internship <b>Choose 1</b>		3
<b>ADVERTISING/PUBLIC RELATIONS EMPHASIS (33 HOURS)</b>		
MCOM 2375*, 2375L (MC 275) Desktop Publishing		3
MCOM 3307* (MC 307) Public Relations Campaigns		3
MCOM 3308* (MC 250) Advertising Campaigns		3

**Bachelor of Arts/Science Degree**  
**BA.MC.PUB.RELATIONS or**  
**BS.MC.PUB. RELATIONS (231)**

MCOM 3312 (MC 312) Advertising Copywriting	3	
MCOM 3313 (MC 313) Public Relations Copywriting	3	
MCOM 3314 (MC 314) Public Relations and Advertising Research	3	
MCOM 3350 (MC 350) Public Relations and Publicity	3	
MCOM 3375 (MC 375) Mass Media Sales MCOM 3379 (MC 379) Mass Communications Mgt. <b>Choose 1</b>	3	
SCOM 3331* (MC 331) Organizational Communications SCOM 3341 (MC 341) Persuasion <b>Choose 1</b>	3	
MKT 3340 (340) Principles of Marketing MKT 3342 (342) Consumer Behavior <b>Choose 1</b>	3	
ARTS 3374 (ART 304) Digital/Computer Art for Non-Art Majors II MCOM 1319 (MC 212) Digital Photography MCOM 1336 (MC 222) Basic TV Production MCOM 2305 (MC 202) News Editing MCOM 3094 (MC 398) Individual Problems MCOM 3304 (MC 304) Broadcast/Cable Programming <b>Choose 1</b>	3	
<b>BACHELOR OF ARTS REQUIREMENTS (12 HOURS)</b>		<b>OPTION</b>
Six hours of foreign language.	6-8	
Six hours chosen from art, English, history, modern languages, music, philosophy and theatre.	6	
<b>BACHELOR OF SCIENCE REQUIREMENTS (12 HOURS)</b>		<b>OPTION</b>
Six hours chosen from biology, chemistry, geology, geosciences, mathematics, and physics.	6	
Six hours chosen from agriculture, anthropology, biology, chemistry, computer information systems, economics, geography, geology, geosciences, history, mass communications, mathematics, physics, political science, psychology, sociology, speech, and sports and exercise sciences. (Covered by major)	0	
<b>ELECTIVES (1-9 HOURS BY ADVISEMENT)</b>		
ELECTIVES		
<b>TOTAL HOURS REQUIRED TO COMPLETE DEGREE</b>	<b>123</b>	

\* Indicates prerequisites—see catalog for more information.

\*\* While MATH 1332 will fulfill core math requirements for students in the 2006-2007 catalog, it will NOT prepare them for math beyond MATH 1332 such as Business Math II (MATH 1325), Pre-Calculus (MATH 1348), etc.

\*\*\* If Integrated Science is chosen, all four three-hour courses must be completed to satisfy the core lab science requirement. They may not be used for partial lab science credit.

\*\*\*\* Or an equivalent course (second year, second semester) in French or German.

Revised 5/06  
MCOM.ADV.PUB.BA.BS

**Note: This is NOT a degree plan. Upon completion of 60 hours, apply for a degree plan with the dean's office in the Sybil B. Harrington College of Fine Arts and Humanities, located in Mary Moody Northen Hall, Room 161, or call 651-2777.**