

West Texas A&M University
STARR Center
Degree Checklist
2007-2008

NAME: _____ WT ID: _____ DATE: _____

Mass Communications—Advertising/Public Relations
Department of Communication
FAC 103 651-2799

CORE CURRICULUM COURSES (42 HOURS)		HRS
ENGL 1301 (ENG 101) Composition and Reading		3
ENGL 1302* (ENG 102) Composition and Reading		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
LAB SCIENCE (BIOLOGY, CHEMISTRY, GEOLOGY, PHYSICS, INTEGRATED SCIENCE***)		4
ENGL 2332* (ENG 201), 2333* (202), 2371* (203); HIST 2372 (210); PHIL 1301 (101); or SPAN 2312*/**** (207) (ENGLISH, HISTORY, PHILOSOPHY, SPANISH) Choose 1		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) (HUMANITIES, ART, MUSIC, THEATRE) Choose 1		3
HIST 1301 (201) America, 1492-1877		3
HIST 1302 (202) America Since 1877		3
POSC 2305 (101) American National Government POSC 2370 (NEW) Constitutional American Government Choose 1		3
POSC 2306 (102) American State and Local Government		3
AGBE 2317 (213), ANTH 2351 (201), ECON 2301 (ECO 201), GEOG 1302 (202), PSYC 2301 (PSY 201), SCOM 2377 (255), SOCI 1301 (201) (AGRICULTURAL BUSINESS AND ECONOMICS, ANTHROPOLOGY, ECONOMICS, GEOGRAPHY, PSYCHOLOGY, SPEECH COMMUNICATION, SOCIOLOGY) Choose 1		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
MASS COMMUNICATIONS CORE (33 HOURS)		
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 MCOM 4398* (MC 495) Media Internship Choose 1		3
ADVERTISING/PUBLIC RELATIONS EMPHASIS (33 HOURS)		
MCOM 2375*, 2375L (MC 275) Desktop Publishing		3

Bachelor of Science Degree
BS.MC.PUB.RELATIONS (231)

MCOM 3307* (MC 307) Public Relations Campaigns	3	
MCOM 3308* (MC 250) Advertising Campaigns	3	
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) Media Management Choose 1	3	
SCOM 3331* (MC 331) Organizational Communication SCOM 3341 (MC 341) Persuasion Choose 1	3	
MKT 3340 (340) Principles of Marketing MKT 3342 (342) Consumer Behavior Choose 1	3	
ARTS 3374 (ART 304) Digital/Computer Art for Non-Art Majors II MCOM 1319 (MC 212) Digital Photography MCOM 1336 (MC 222) Basic Video Production MCOM 2305 (MC 202) News Editing MCOM 3094 (MC 398) Individual Problems MCOM 3304 (MC 304) Broadcast/Cable Programming Choose 1	3	
BACHELOR OF SCIENCE REQUIREMENTS (12 HOURS)		OPTION
Six hours chosen from biology, chemistry, geology, geosciences, mathematics, physics and natural sciences.	6	
Six hours chosen from agricultural business and economics; agriculture; animal science; anthropology; biology; biotechnology; chemistry; computer information systems; computer science; economics; engineering; engineering technology; environmental science; geography; geology; geosciences; history; integrated pest management; mass communications; mathematics; mathematics and physical science; mechanical engineering; physics; plant, soil and environmental science; political science; psychology; sociology; speech; and sports and exercise sciences. (Covered by major)	0	
ELECTIVES (9 HOURS BY ADVISEMENT)		
ELECTIVES	9	
TOTAL HOURS REQUIRED TO COMPLETE DEGREE	123	

* Indicates prerequisites—see catalog for more information.

** While MATH 1332 will fulfill core math requirements for students in the 2007-2008 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 (NSCI 1371, 1372, 2371, 2372) 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.

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Note: This is NOT a degree plan. Upon completion of 60 hours, apply for a 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 651-2777.