

West Texas A&M University
STARR Center
Degree Checklist
2008-2009

NAME: _____ WT ID: _____ DATE: _____

Mass Communication—Advertising/Public Relations
Department of Communication
FAC 103 651-2798

CORE CURRICULUM COURSES: 42 HOURS ♦	HRS	
Communication (10)		
ENGL 1301 (ENG 101); 1302* (ENG 102) or 2311* (ENG 270)	6	
Communication (11)		
SCOM 1315 (101), 1318 (103), or 1321 (201)	3	
Mathematics (20)		
MATH 1314* (110), 1324* (115), 1332*/***, 2412*, or 2413*	3	
Natural Sciences (30)		
Take two courses from:		
PSES 1301 (216), 1307 (112); ANSC 1319 (121); BIOL 1406 (101) or 1408 (NEW), 1407* (102) or 1409* (NEW), 1411 (122), 1413 (121); CHEM 1405 (121), 1411* (101), 1412* (102); GEOL 1401 (GESC 111) or 1403 (GEOL 101), 1402 (GESC 112), 1404 (GEOL 102); PHYS 1401* (101), 1402* (102), 1411, 1412, 2425* (210), 2426* (211)	6-8	
Humanities (40-41)		
ENGL 2321* (NEW), 2326* (NEW), 2331* (NEW), 2341* (NEW), 2343* (NEW); HIST 2311 (110), 2372 (210); MCOM 1307 (MC 107); PHIL 1301 (101), 2374 (204); or SPAN 2312*/*** (207) Choose 1	3	
Visual and Performing Arts (50)		
HUMA 1315 (FA 101); ARTS 1303 (ART 151), ARTS 1304 (ART 152); DANC 2303 (NEW); MUSI 1306 (MUS 101) or 1208 and 1209; or THRE 1310 (105) Choose 1	3	
Social and Behavioral Sciences (60)		
HIST 1301 (201), 1302 (202), 2301 Choose 2	6	
Social and Behavioral Sciences (70)		
POSC 2305 (101) or POSC 2370 (NEW); 2306 (102)	6	
Social and Behavioral Sciences (80)		
AGBE 2317 (213), ANTH 2351 (201); CRIJ 1301 (CJ 105); ECON 2301 (ECO 201), 2302 (ECO 202), 2371; GEOG 1302 (202); PSYC 2301 (PSY 201); SCOM 2377 (255); SOCI 1301 (201); or SOCW 2361 (SOWK 201) Choose 1	3	
Institutionally Designated Option (90)		
PHED 1111 (SES 101); PHED/ANSC activity course; DANC 1241 (1070), 2241* (2370); MUEN 1026 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.	1-2	
MASS COMMUNICATION—ADVERTISING/PUBLIC RELATIONS REQUIREMENTS: 42 HOURS		
MASS COMMUNICATION CORE: 21 HOURS		
MCOM 2311 (MC 101) Introduction to Journalism	3	
MCOM 2315* (MC 102) Media Writing MCOM 3312 (MC 312) Advertising Copywriting MCOM 3322 (MC 322) TV News Production Choose 1	3	
MCOM 3305* (MC 305) New Media	3	
MCOM 3327 (MC 327) Mass Media Law	3	
MCOM 3379 (379) Media Management MCOM 2327 (MC 250) Advertising Principles Choose 1	3	
MCOM 4302 (MC 402) Mass Communication Ethics	3	
MCOM 4310 (2310) Media Design	3	

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

ADVERTISING/PUBLIC RELATIONS EMPHASIS: 21 HOURS		
MCOM 4398* (MC 495) Media Internship	3	
Take 12 hours from:		
MCOM 2327 (MC 250) Advertising Principles MCOM 2375*, 2375L (MC 275) Desktop Publishing MCOM 3307* (MC 307) Public Relations Campaigns or MCOM 3308* (MC 250) Advertising Campaigns MCOM 3314 (MC 314) Public Relations and Advertising Research MCOM 3350 (MC 350) Public Relations and Publicity MCOM 3313 (MC 313) Public Relations Copywriting or MARKETING ELECTIVE AS ADVISED	12	
Take 6 hours from:		
MCOM 1319 (MC 212) Digital Photography MCOM 2305 (MC 202) News Editing MCOM 3094 (MC 398) Individual Problems MCOM 3304 (MC 304) Broadcast/Cable Programming MCOM 3335* (MC 335) Television Reporting MCOM 3375 (MC 375) Mass Media Sales MCOM 4390* (MC 499) Senior Project	6	
BACHELOR OF SCIENCE REQUIREMENTS: 6 HOURS OPTION		
Six hours chosen from biology, chemistry, geology, geosciences, mathematics, physics and natural sciences.	6	
ELECTIVES: 30 HOURS BY ADVISEMENT****		
ELECTIVES	30	
TOTAL HOURS REQUIRED TO COMPLETE DEGREE	120	

♦ Core curriculum courses should be taken during the first two years of enrollment. For a list of core courses with descriptions see www.wtamu.edu/starr/.
* Indicates prerequisites—see [catalog](#) for more information.
** While MATH 1332 will fulfill core math requirements for students in the 2008-2009 catalog, it will NOT prepare them for math beyond MATH 1332 such as Business Math II (MATH 1325), Pre-Calculus (MATH 2412), etc.
*** Or an equivalent course (second year, second semester) in French or German.
**** At least 36 hours of advanced work (courses at the 3000- or 4000-level) are required to receive a bachelor's degree. At least 30 must be earned in residence at WTAMU.

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.