**Mass Communication—Advertising/Public Relations Department of Communication**

**FAC 103  651-2798**

**Department of Communication**

**BS.MC.PUB.RELATIONS (231)**

**NAME:**

1404

1413

**West Texas A&M University**

**STARR Center**

**Degree Checklist**

**2008-2009**

**NAME:**

**WT ID:**

**DATE:**

### CORE CURRICULUM COURSES: 42 HOURS *

<table>
<thead>
<tr>
<th>Course</th>
<th>HRS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 1301 (ENG 101); 1302* (ENG 102) or 2311* (ENG 270)</td>
<td>6</td>
</tr>
<tr>
<td>Communication (10)</td>
<td></td>
</tr>
<tr>
<td>SCOM 1315 (101); 1318 (103), or 1321 (201)</td>
<td>3</td>
</tr>
<tr>
<td>Mathematics (20)</td>
<td></td>
</tr>
<tr>
<td>MATH 1314* (110), 1324* (115), 1332*/**, 2412*, or 2413*</td>
<td>3</td>
</tr>
<tr>
<td>Natural Sciences (30)</td>
<td></td>
</tr>
<tr>
<td>ENGL 2321*, (NEW), 2326*, (NEW), 2331* (NEW), 2341* (NEW), 2343* (NEW); HIST 2311, 2372 (210), MCOM 1307 (MC 107); PHIL 1301 (101), 2374 (204); or SPAN 2312/***, 207)</td>
<td>3</td>
</tr>
<tr>
<td>Visual and Performing Arts (50)</td>
<td></td>
</tr>
<tr>
<td>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 (108)</td>
<td>3</td>
</tr>
<tr>
<td>Social and Behavioral Sciences (60)</td>
<td></td>
</tr>
<tr>
<td>HIST 1301 (201), 1302 (202), 2301</td>
<td>Choose 2</td>
</tr>
<tr>
<td>Social and Behavioral Sciences (70)</td>
<td></td>
</tr>
<tr>
<td>POSC 2305 (101) or POSC 2370 (NEW); 2306 (102)</td>
<td>6</td>
</tr>
<tr>
<td>Social and Behavioral Sciences (80)</td>
<td></td>
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<tr>
<td>AGBE 2317 (213); ANTH 2351 (201); CRJU 1301 (CJ 105); ECON 2301 (ECO 201), 2302 (ECO 202), 2371; GEOG 1302 (203); PSYC 2301 (PSY 201); SCOM 2377 (255); SOCI 1301 (201); or SOCW 2361 (SOWK 201)</td>
<td>Choose 1</td>
</tr>
<tr>
<td>Institutionally Designated Option (90)</td>
<td></td>
</tr>
<tr>
<td>PHED 1111 (SES 101); PHED/ANSC activity course; DANC 1241 (1070), 2241* (2370); MUEN 1026</td>
<td>1-2</td>
</tr>
</tbody>
</table>

* 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/.

**BACHELOR OF SCIENCE REQUIREMENTS: 6 HOURS OPTION**

- Six hours chosen from biology, chemistry, geology, geosciences, mathematics, physics and natural sciences.

**ELECTIVES: 30 HOURS BY ADVISEMENT****

**ELECTIVES**

**TOTA L HOURS REQUIRED TO COMPLETE DEGREE**

120

* 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.

**** 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.

**ADVERTISING/PUBLIC RELATIONS EMPHASIS: 21 HOURS**

<table>
<thead>
<tr>
<th>Course</th>
<th>HRS</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCOM 3498* (MC 495) Media Internship</td>
<td>3</td>
</tr>
<tr>
<td>Take 12 hours from:</td>
<td></td>
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<tr>
<td>MCOM 2327 (MC 250) Advertising Principles</td>
<td></td>
</tr>
<tr>
<td>MCOM 2375*, 2375L (MC 275) Desktop Publishing</td>
<td></td>
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<tr>
<td>MCOM 3307* (MC 307) Public Relations Campaigns or</td>
<td></td>
</tr>
<tr>
<td>MCOM 3308* (MC 250) Advertising Campaigns</td>
<td></td>
</tr>
<tr>
<td>MCOM 3314 (MC 314) Public Relations and Advertising Research</td>
<td></td>
</tr>
<tr>
<td>MCOM 3350 (MC 350) Public Relations and Publicity</td>
<td></td>
</tr>
<tr>
<td>MCOM 3313 (MC 339) Public Relations Copywriting or</td>
<td></td>
</tr>
<tr>
<td>MARKETING ELECTIVE AS ADVISED</td>
<td>12</td>
</tr>
<tr>
<td>Take 6 hours from:</td>
<td></td>
</tr>
<tr>
<td>MCOM 1319 (MC 212) Digital Photography</td>
<td></td>
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<tr>
<td>MCOM 2305 (MC 202) News Editing</td>
<td></td>
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<tr>
<td>MCOM 3094 (MC 398) Individual Problems</td>
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<tr>
<td>MCOM 3304 (MC 304) Broadcast/Cable Programming</td>
<td></td>
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<tr>
<td>MCOM 3335* (MC 335) Television Reporting</td>
<td></td>
</tr>
<tr>
<td>MCOM 3375 (MC 376) Mass Media Sales</td>
<td></td>
</tr>
<tr>
<td>MCOM 4390* (MC 499) Senior Project</td>
<td>6</td>
</tr>
</tbody>
</table>

**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.