

**West Texas A&M University
Advising Services
Degree Checklist
2021-2022**

(For assistance completing this form, contact Advising Services at 806-651-5300)

NAME: _____ WT ID: _____ DATE: _____

**Communication Studies—Corporate Communication
Emphasis**

**Department of Communication
FAC 103 651-2798**

**Bachelor of Arts Degree
BA.COMM.CORP (1206)**

| CORE CURRICULUM COURSES: 42 HOURS ♦ | | HRS | FPC |
|---|-----|-----|-----|
| Communication (Core 10) | | | |
| ENGL 1301 Introduction to Academic Writing and Argumentation | | 3 | |
| COMM 1315, 1318, or 1321 | | 3 | |
| Mathematics (Core 20) | | | |
| MATH 1314*, 1316*, 1324*, 1325*, 1332**/**, 1342**/**, 1350**/**, 2412*, or 2413* (2412 & 2413: fourth hr. moves to Core 90) | | 3 | |
| Life and Physical Sciences (Core 30) | | | |
| Take two courses from (extra lab hours move to Core 90): ♦ ANSC 1319; BIOL 1406 or 1408, 1407* or 1409*, 1411, 1413; CHEM 1405* or 1411*, 1412*; ENVR 1407*; GEOL 1401 or 1403, 1402, 1404; PHYS 1401*, 1402*, 1411, 1412, 1471, 2425*, 2426*; PSES 1301, 1307 | | 6 | |
| Language, Philosophy and Culture (Core 40) | | | |
| ANTH 2351, ENGL 2321*, 2326*, 2331*, 2341*, 2343*; HIST 2311, 2323, 2372; MCOM 1307; PHIL 1301, 2374; SPAN 2311*, 2312**/**, 2313*, 2315*, or 2371 Choose 1 | | 3 | |
| Creative Arts (Core 50) | | | |
| ARTS 1301, 1303, 1304; DANC 2303; MUSI 1306, 1307 (for music majors), 1310; or THRE 1310 Choose 1 | | 3 | |
| American History (Core 60) | | | |
| HIST 1301, 1302, 2301, 2381, 2382 Choose 2 | | 6 | |
| Government/Political Science (Core 70) | | | |
| POSC 2305 and 2306 | | 6 | |
| Social and Behavioral Sciences (Core 80) | | | |
| AGBE 2317*; COMM 2377; CRIJ 1301; ECON 2301, 2302; PSYC 2301; SOCI 1301 Choose 1 | | 3 | |
| Component Area Option (Core 90) | | | |
| Take six hours from: ♦ AGRI 2300; BIOL lab hours (from Core 30); BUSI 1304; CHEM lab hours (from Core 30); CIDM 1105, CIDM 1301 or 1315; CS 1301; ECON 2331; ENGL 1101, 1102, 1302*, 2311*; ENVR lab hour (from Core 30); GEOL lab hours (from Core 30); IDS 1071 (1-3 hours); extra MATH hours (from Core 20); MUSI 1053; PHIL 2303; PHYS lab hours (from Core 30); SES 1120 | | 6 | |
| COMMUNICATION STUDIES—CORPORATE COMMUNICATION EMPHASIS MAJOR REQUIREMENTS: 39 HOURS**** A grade of "C" or better must be earned in all courses required for major. | | | |
| COMMUNICATION STUDIES CORE: 18 HOURS | | | |
| COMM 1318 Interpersonal Communication <small>If 1318 is taken to fulfill University core requirements, then 1315 or 1321 must be taken to satisfy the 18-hour COMM core requirement.</small> | FPC | 3 | |
| COMM 2376 Communication Theory | | 3 | |
| COMM 2377 Intercultural Communication OR COMM 3370 Gender Communication | | 3 | |
| COMM 3315* Research Methods | | 3 | |
| COMM 3341 Persuasion | | 3 | |
| COMM 4301 Introduction to Rhetorical Criticism | | 3 | |
| CORPORATE COMMUNICATION OPTION: 21 HOURS | | | |
| COMM 3331 Organizational Communication | | 3 | |

| | | |
|---|------------|--|
| COMM 3345 Discussion and Small Group Communication | 3 | |
| COMM 4398 Communication Internship | 3 | |
| Chose 1: COMM 3332 Strategic Communication COMM 3333 Crisis Communication COMM 4310 Training & Development | 3 | |
| Take 9 hours from: COMM 2178 Forensics (may be repeated) COMM 3301 Advanced Public Speaking COMM 3320 Nonverbal Communication COMM 3325 Communication for the Classroom COMM 3332 Strategic Communication COMM 3333 Crisis Communication COMM 3399* WT Leadership (will be required to enroll in fall & spring) COMM 4278 Advanced Forensics (may be repeated) COMM/MCOM 4300 Communication Study Abroad COMM 4302 Event Planning COMM 4310 Communication Training and Development COMM 4360 Political Communication COMM 4373 Methods in Competitive Speech MCOM 4321 1910 PR (may be repeated) | 9 | |
| BACHELOR OF ARTS REQUIREMENTS: 12 HOURS FPC OPTION | | |
| Six hours of foreign language. | (6-8) | |
| Six hours chosen from art, English, history, modern languages, music, philosophy and theatre. | 6 | |
| ELECTIVES: 28-30 HOURS BY ADVISEMENT—SEE NOTE | | |
| ELECTIVES ♦ Recommended electives: COMM/MCOM 3304, MCOM 3307, 3313, 3350. Nine or more hours for B.A. requirements and/or electives must be 3000- or 4000-level to total 39 advanced hours at WTAMU. | 28-30 | |
| MINIMUM HOURS REQUIRED TO COMPLETE DEGREE | 120 | |

♦ NOTE: 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, 1342 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 communication studies majors will compile and submit an e-portfolio that demonstrates required competencies. See catalog for details.
NOTE: At least 36 hours of advanced work (3000- or 4000-level courses) for which tuition is paid must be earned at WTAMU. A maximum of six semester hours in religion (RELI) and six semester hours in physical education (PHED) courses can count toward a baccalaureate degree.

NOTE: This is NOT a degree plan. All undergraduate students must request an official degree plan from their academic dean's office by the time they have completed 30 credit hours.

WTAMU ADVISING SERVICES
2021-2022 Curriculum Guide

Major: Corporate Communication, BA

1206

| First Year | | | |
|-------------------------------|---|------------------------------|---|
| Fall | | Spring | |
| CORE 10—ENGL 1301 | 3 | CORE 30—SCIENCE | 4 |
| CORE 10—COMM 1315* OR 1321 | 3 | CORE 60—HISTORY | 3 |
| CORE 20—MATH | 3 | CORE 90—ENGL 1302 or 2311 | 3 |
| CORE 40—MCOM 1307* | 3 | MAJOR REQ.—COMM 1318 | 3 |
| CORE 60—HISTORY | 3 | CORE 80—COMM 2377 | 3 |
| | | | |
| Semester Hours | | 15 | |
| | | Semester Hours | |
| | | 16 | |

| Second Year | | | |
|-----------------------|---|---------------------------------|---|
| Fall | | Spring | |
| CORE 50—CREATIVE ARTS | 3 | CORE 30—SCIENCE | 4 |
| CORE 70—POSC 2305 | 3 | CORE 70—POSC 2306 | 3 |
| MAJOR REQ.—COMM 2376 | 3 | MAJOR REQ.—COMM 2377 or 3370 | 3 |
| CORE 90—ENGL 1101 | 1 | MAJOR REQ.—COMM 3341 | 3 |
| FOREIGN LANGUAGE | 3 | FOREIGN LANGUAGE | 3 |
| ELECTIVE | 3 | | |
| Semester Hours | | 16 | |
| | | Semester Hours | |
| | | 16 | |

| Third Year | | | |
|----------------------|---|----------------------|---|
| Fall | | Spring | |
| MAJOR REQ.—COMM 3331 | 3 | MAJOR REQUIREMENT | 3 |
| B.A. Requirement | 3 | B.A. Requirement | 3 |
| MAJOR REQ.—COMM 3345 | 3 | MAJOR REQ.—COMM 3315 | 3 |
| ELECTIVE | 3 | ELECTIVE | 3 |
| ELECTIVE | 3 | ELECTIVE | 3 |
| | | | |
| Semester Hours | | 15 | |
| | | Semester Hours | |
| | | 15 | |

| Fourth Year | | | |
|----------------------|---|----------------------|---|
| Fall | | Spring | |
| MAJOR REQ.—COMM 4301 | 3 | MAJOR REQ.—COMM 4398 | 3 |
| MAJOR REQUIREMENT | 3 | MAJOR REQUIREMENT | 3 |
| ELECTIVE | 3 | ELECTIVE | 3 |
| ELECTIVE | 3 | ELECTIVE | 3 |
| ELECTIVE | 3 | | |
| | | | |
| Semester Hours | | 15 | |
| | | Semester Hours | |
| | | 12 | |

Degree Total Hours 120

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.

*COMM majors should enroll in the majors-only sections of COMM 1315 and MCOM 1307 if possible.

| Identified Marketable Skills | |
|--|--|
| <ul style="list-style-type: none"> • Oral presentation • Effective writing • Research | <ul style="list-style-type: none"> • Leadership • Media literacy/usage |

| Top 3 Employers/Industries |
|--|
| <ul style="list-style-type: none"> • corporate communication • nonprofit communication • ministry |

Other Degree Notes:
All Corporate Communication majors will compile and submit an e-portfolio that demonstrates required competencies. Students are encouraged to join professional student organizations within the department. The required internship class should be taken during the final semester. Recommended electives: MCOM 3304 Intro to Buffalo Advertising, MCOM 3307 PR Campaigns, MCOM 3309 Multimedia Journalism, MCOM 3350 PR & Publicity, MCOM 3379 Media Management, MCOM 4321 1910 PR, MKT 3340 Principles of Marketing, and MGT 3330 Principles of Management.