

West Texas A&M University
Advising Services
Degree Checklist
2023-2024

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

NAME: _____ **WT ID:** _____ **DATE:** _____

Agricultural Media and Communication
Department of Agricultural Sciences
AGS 220 651-2550

CORE CURRICULUM COURSES: 42 HOURS		HRS
Communication (Core 10)		
ENGL 1301 Intro. to Academic Writing & Argumentation OR ENGL 1311 Writing About Ideas	3	
COMM 1315, 1318, or 1321	3	
Mathematics (Core 20)		
See University Core Requirements below	(3)	
Life and Physical Sciences (Core 30)		
See University Core Requirements below	(6)	
Language, Philosophy and Culture (Core 40)		
See University Core Requirements below	(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, or 2382 Choose 2	6	
Government/Political Science (Core 70)		
POSC 2305 and 2306	6	
Social and Behavioral Sciences (Core 80)		
See University Core Requirements below	(3)	
Component Area Option (Core 90)		
See University Core Requirements below	(6)	
AGRICULTURAL MEDIA AND COMMUNICATION MAJOR REQUIREMENTS: 90 HOURS A grade of "C" or better must be earned in all courses required for major.		
UNIVERSITY CORE REQUIREMENTS: 21 HOURS		
CORE 20		
MATH 1314* College Algebra OR MATH 1324* Mathematics for Business & Economics I	3	
CORE 30		
ANSC 1319, 1319L Principles of Animal Science	3	
CORE 30		
PSES 1301, 1301L Principles of Horticulture OR PSES 1307, 1307L Principles of Plant Science	3	
CORE 40		
MCOM 1307 Introduction to Media Communication	3	
CORE 80		
AGBE 2317* Fundamentals of Agricultural Economics	3	
CORE 90		
AGRI 2300 Personal & Professional Leadership Dev.	3	
CORE 90		
ENGL 1302* Research and Rhetoric OR ENGL 2311* Introduction to Professional and Technical Communication	3	
AGRICULTURAL MAJOR REQUIREMENTS: 22 HOURS		
AGRI 3318* Agricultural Statistics	3	
AGRI 3103* Agricultural Industry and Career Preparation	1	
AGRI 3311 Visual Storytelling for the Agricultural Sciences	3	
AGRI 4306 Crisis and Emergency Risk Communications	3	
AGRI 4304* Transfer of Agricultural Technology	3	
AGRI 4311 Writing for Scientific Publication	3	
AGRI 4098* Agricultural Internship	3	
AGRI 4380* Capstone in Agricultural Media & Comm.	3	

Bachelor of Science Degree
BS.AG.MEDIA.COM (540)

DIRECTED AGRICULTURAL ELECTIVES: 9 HOURS Six hours must be 3000- or 4000-level.		
AGBE, ANSC, OR PSES ELECTIVE - ADVANCED	3	
AGBE, ANSC, OR PSES ELECTIVE - ADVANCED	3	
AGBE, ANSC, OR PSES ELECTIVE – ANY LEVEL	3	
AGRICULTURAL ELECTIVES: 12 HOURS Take 12 hours of any AGBE, ANSC, PSES, or AGRI courses.		
AGRICULTURAL ELECTIVES	12	
MEDIA COMMUNICATION CORE: 22 HOURS		
MCOM 1336 Basic Video Production OR AGRI 2303 Video Production in Agricultural Communications	3	
MCOM 2171 KWTS Practicum MCOM 2172 Eternal Flame Practicum MCOM 2173 Prairie Practicum MCOM 2175 Public Relations Practicum AGRI 3199 Stampede Productions Practicum Choose 1	1	
MCOM 2310 Media Design	3	
MCOM 2311* Media Writing	3	
MCOM 3312 Advertising Techniques MCOM 3335* News One On Air MCOM 3310* Advanced Design AGRI 4312 Web Content Dev. for the Ag. Sciences Choose 1	3	
MCOM 3305* New Media	3	
MCOM 3379 Media Management MCOM 2327 Advertising Principles MCOM 3350 Public Relations and Publicity Choose 1	3	
MCOM 4302* Media Law & Ethics	3	
BACHELOR OF SCIENCE REQUIREMENTS: 6 HOURS		
Six hours chosen from biology, chemistry, geology, geosciences, mathematics, physics or natural sciences.	6	
FREE ELECTIVES: 7 HOURS BY ADVISEMENT		
ELECTIVE(S)	7	
TOTAL HOURS REQUIRED TO COMPLETE DEGREE	120	

* Indicates prerequisites—see catalog for more information.

** Or an equivalent course (second year, second semester) in a foreign language.

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 – 2023-2024 Curriculum Guide

Major: Agricultural Media and Communication, B.S.

Major Code: 540

Year 1: Fall	Year 1: Spring
CORE 10 (Communication) – ENGL 1301 or 1311	CORE 20 (Mathematics) – MATH 1314 or 1324
CORE 30 (Life & Phys. Sci.) – ANSC 1319	CORE 30 (Life & Phys. Sci.) – PSES 1301 or 1307
CORE 90 (Component Area Option) – AGRI 2300	CORE 40 (Language, Phil. & Culture) – MCOM 1307 Introduction to Media Communication
AGRI 2302 Communicating Agriculture to the Public (Agricultural Elective)	CORE 90 (Component Area Option) – ENGL 1302 or 2311
CORE – See checklist for options ¹	CORE – See checklist for options ¹
Total:	Total:
15	15
Year 2: Fall	Year 2: Spring
CORE 80 (Social & Behav. Sci) – AGRI 2317	MCOM 2311 Media Writing
MCOM 1336 or AGRI 2303	Agricultural Elective
CORE – See checklist for options ¹	MCOM 2310 Media Design
CORE – See checklist for options ¹	B.S. Requirement – See checklist for options
CORE – See checklist for options ¹	CORE – See checklist for options ¹
Total:	Total:
15	15
Year 3: Fall	Year 3: Spring
MCOM 3312, 3335, 3310, or AGRI 4312 - (AGRI 4312 only offered in fall)	AGRI 4306 Crisis and Emergency Risk Communication (only offered in spring)
MCOM 2327, 3379, or 3350	AGRI 3311 Visual Storytelling for the Agricultural Sciences
MCOM 3305 New Media	Media Practicum – MCOM 2171, 2172, 2173, 2375 or AGRI 3199
Agricultural Elective	AGRI 3318 Agricultural Statistics
AGRI 3103 Agricultural Industry and Career Preparation	AGRI 4311 Writing for Scientific Publication (must take before senior year)
B.S. Requirement – See checklist for options	AGRI 4098 Agricultural Internship
Total:	Total:
16	16-18
Year 4: Fall	Year 4: Spring
AGRI 3311 Visual Storytelling for the Agricultural Sciences (only offered in fall)	AGRI 4380 Capstone in Agricultural Media & Communication
AGBE, ANSC or PSES Elective	MCOM 3327 or MCOM 4302
MCOM 3327 or 4302	AGBE, ANSC or PSES Elective
Agricultural Elective	AGBE, ANSC or PSES Elective
Elective	Elective
Total:	Total:
15	15

¹ **CORE:** Agricultural Media & Communication majors are required to take specific courses for Core 20, Core 30, Core 40, Core 80, and Core 90. For all other categories, they may select from any available options (see degree checklist). Apart from the major-specific core requirements, there is no set order in which core courses must be taken.

<p style="text-align: center;">Identified Marketable Skills</p> <ol style="list-style-type: none"> 1. Agriculturally literate 2. Teachable/leadership/followership 3. Problem solver 4. Professional 5. Communicator 6. Competent in field of study 	<p style="text-align: center;">Top Three Local Employers or Industries/Professional Programs/Possible Career Opportunities</p> <p style="text-align: center;">Commodity/Breed Associations Extension Digital Marketing</p>
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Additional notes:

- 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.
- 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.

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 30 hours. Students should always seek the advice of their academic adviser before scheduling classes.