

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:** _____

**Public Relations, Advertising, and Applied
Communication – Advertising Concentration**
Department of Communication
FAC 103 651-2800

Bachelor of Arts Degree
BA.PR.ADV.APCOM.ADV (1213)

CORE CURRICULUM COURSES: 42 HOURS		HR	
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)			
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:			
ANSC 1319; BIOL 1406 or 1308, 1407* or 1309*, 1411, 1413; CHEM 1305* or 1411*, 1412*; ENVR 1407*; GEOL 1301 or 1403, 1302, 1404; PHYS 1401*, 1402*, 1311, 1312, 1371, 2425*, 2426*; PSES 1301, 1307 - BIOL 1406, 1407, 1411, 1413; CHEM 1411, 1412; GEOL 1403, 1404; PHYS 1401, 1402, 2425, 2426: 4 th hr. moves to Core 90	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, 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; GEOG 1302; PSYC 2301; SOCI 1301 Choose 1	3		
Component Area Option (Core 90)			
Take six hours from:			
AGRI 2300; BIOL 4 th hour from 4-hour courses (from Core 30); BUSI 1301, 1304; CHEM 4 th hour from 4-hour courses (from Core 30); CIDM 1105, CIDM 1301 or 1315; CS 1301; ECON 2331; ENGL 1101, 1102, 1302*, 1312*, 2311*; ENVR 4 th hour (from Core 30); GEOL 4 th hour from 4-hour courses (from Core 30); IDS 1071 (1-3 hours); MATH 4 th hour from 4-hour courses (from Core 20); MUSI 1053; PHIL 2303; PHYS 4 th hour from 4-hour courses (from Core 30); SES 1120	6		
PUBLIC RELATIONS, ADVERTISING, AND APPLIED COMMUNICATION—ADVERTISING CONCENTRATION REQUIREMENTS: 48 HOURS****			
A grade of "C" or better must be earned in all courses required for major.			
UNIVERSITY CORE REQUIREMENTS: 3 HOURS			
CORE 40 MCOM 1307 Introduction to Media Communication	3		
MEDIA COMMUNICATION CORE: 27 HOURS			
MCOM 1336 Basic Video Production	3		
MCOM 2310 Media Design	3		
MCOM 2311 Media Writing	3		
MCOM 2376 Media Theory	3		
MCOM 3305* New Media	3		
MCOM 4302 Media Law & Ethics	3		
MCOM 3379 Media Management	3		
MCOM 3314* Public Relations & Advertising Research OR COMM 3315* Research Methods	3		
MCOM 4398 Media Internship	3		

REQUIRED COURSES FOR ADVERTISING CONCENTRATION (21 HOURS)		
MCOM 2327 Advertising Principles	3	
MCOM/COMM 3304 Digital Advertising	3	
MCOM 3308* Advertising Campaigns	3	
MCOM 3312 Ad/PR Writing	3	
MCOM 3375 Mass Media Sales	3	
6 hours from:		
MCOM 2171 KWTS Practicum (<i>can be repeated</i>)	6	
MCOM 2172 Eternal Flame Practicum (<i>can be repeated</i>)		
MCOM 2173 Prairie Practicum (<i>can be repeated</i>)		
MCOM 2174 Sports Broadcasting Practicum (<i>can be repeated</i>) (Any combination of practicum hours can be taken up to a total of 3 hrs.)		
MCOM 1318 Digital Photography		
MCOM 4321 1910 PR		
MCOM 3307* Public Relations Campaigns		
MCOM 3310* Advanced Design		
MCOM 3331 Media History		
MCOM 3350 Public Relations and Publicity		
COMM 4302 Event Planning		
COMM 4300 Communication Study Abroad OR MCOM 4300 Communication Study Abroad		
MCOM 4390* Senior Project		

BACHELOR OF ARTS REQUIREMENTS: 12 HOURS		
Six hours of foreign language.	(6-8)	
Six hours chosen from art, English, history, modern languages, music, philosophy and theatre.	6	
ELECTIVES: 16-18 HOURS BY ADVISEMENT		
ELECTIVES	16-18	
MINIMUM HOURS REQUIRED TO COMPLETE DEGREE		
	120	

* 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 Public Relations, Advertising, and Applied Communication majors will compile and submit an e-portfolio that demonstrates required competencies. See catalog for details.

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: Public Relations, Advertising, and Applied Communication – Advertising Concentration, B.A.

Major Code: 1213

Year 1: Fall		Year 1: Spring	
CORE 40 (Language, Phil. & Culture) – MCOM 1307	3	MCOM Core - MCOM 2310 Media Design	3
CORE 10 (Communication) – COMM 1315 or 1321	3	MCOM 2311 Media Writing	3
CORE 10 (Communication) – ENGL 1301 or 1311	3	CORE 30 (Life & Phys. Sci.) – See checklist for options	3
CORE 20 (Mathematics) – See checklist for options	3	CORE 90 (Component Area Option) – See checklist for options - ENGL 1302, 1312, or 2311 is recommended.	3
CORE 60 (American History) – See checklist for options	3	CORE 60 (American History) – See checklist for options	3
Total:	15	Total:	15
Year 2: Fall		Year 2: Spring	
MCOM Core - MCOM 1336 Basic Video Production	3	MCOM Core - MCOM 2376 Media Theory	3
MCOM 2327 Advertising Principles	3	MCOM 3312 Ad/PR Writing	3
CORE 70 (Govt./Political Sci.) – POSC 2305 or 2306	3	CORE 70 (Govt./Political Sci.) – POSC 2305 or 2306	3
CORE 50 (Creative Arts) – See checklist for options	3	CORE 80 (Social & Behav. Sci) - COMM 2377 Intercultural Comm.	3
CORE 30 (Life & Phys. Sci.) – See checklist for options	3	B.A. Requirement – See checklist for options	3
Total:	15	Total:	15
Year 3: Fall		Year 3: Spring	
MCOM Core - MCOM 3379 Media Management	3	MCOM 3375 Mass Media Sales	3
MCOM Core - MCOM 3305 New Media	3	MCOM Core - MCOM 3314 Public Relations & Advertising Research or COMM 3315 Research Methods	3
MCOM/COMM 3304 Digital Advertising	3	MCOM 3308 Advertising Campaigns	3
B.A. Requirement – See checklist for options	3	B.A. Requirement – See checklist for options	3
CORE 90 (Component Area Option) – See checklist for options - ENGL 1101 or 1102 is recommended if two 4-hour courses are taken for Core 30.	3	Elective	3
Total:	15	Total:	15
Year 4: Fall		Year 4: Spring	
PR/Adv./App. Comm Required Elective – See checklist for options	3	MCOM Core - MCOM 4398 Media Internship	3
MCOM Core - MCOM 4302 Media Law & Ethics	3	PR/Adv./App. Comm Required Elective – See checklist for options	3
B.A. Requirement – See checklist for options	3	Elective	3
Elective	3	Elective	3
Elective	3	Elective (if needed to total 120 hours overall)	3
Total:	15	Total:	15

¹ **CORE:** PR/Advertising/Applied Communication majors are required to take MCOM 1307 for Core 40. For all other categories, they may select from any available options (see degree checklist). Apart from the major-specific core requirement, there is no set order in which core courses must be taken. COMM 2377 is recommended for Core 80.

<p>Identified Marketable Skills</p> <p>Effective writing – Multimedia production – Verbal & visual presentation – Leadership – Research – Creativity</p>	<p>Top Three Local Employers or Industries/Professional Programs/Possible Career Opportunities</p> <p>Advertising and integrated marketing agencies – Digital and social media management – Corporate and nonprofit communication</p>
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Additional notes:

- All Public Relations, Advertising & Applied Communication majors will compile and submit an e-portfolio that demonstrates required competencies.
- They are encouraged to join one of the professional student organizations within the Department of Communication.
- The required internship class should be taken during the final semester.
- Recommended electives include: COMM 3333 Crisis Communication, COMM 3341 Persuasion, and MKT 3340 Principles of Marketing.
- 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.