WTAMU ADVISING SERVICES – 2025-2026 Curriculum Guide

Major: Agricultural Media and Communication, B.S.   **Major Code: 540**

Year 1: Fall	
CORE 10 (English) – ENGL 1301 or 1311	3
CORE 30 (Life & Phys. Sci.) – PSES 1301 or 1307	3
CORE 90 (Component Area Option) – AGRI 2300	3
AGRI 2302 Communicating Agriculture to the Public (Agricultural Elective)	3
CORE 60 – See checklist for options[1]	3
Total:	15

Year 1: Spring	
CORE 20 (Mathematics) – MATH 1314 or 1324	3
CORE 30 (Life & Phys. Sci.) – ANSC 1319	3
CORE 40 (Language, Phil. & Culture) - MCOM 1307	3
CORE 90 – ENGL 1302 or 2311	3
CORE 10 (COMM) – See checklist for options[1]	3
Total:	15

Year 2: Fall	
CORE 80 (Social & Behav. Sci) – AGRI 2317	3
MCOM 2311 Media Writing	3
AGRI 2310 or MCOM 2310	3
CORE 50 – See checklist for options[1]	3
CORE 70 – POSC 2306	3
Total:	15

Year 2: Spring	
AGRI 2303 or MCOM 1336	3
Agricultural Elective	3
CORE 70– POSC 2305	3
B.S. Requirement – See checklist for options	3
CORE 60– See checklist for options[1]	3
Total:	15

Year 3: Fall	
MCOM 3312, 3335, 3310, or AGRI 4312 - (AGRI 4312 fall only)	3
MCOM 2327, 3379, or 3350	3
AGRI 3311 Visual Storytelling for the Agricultural Sciences (fall only)	3
Agricultural Elective	3
AGRI 3103 Agricultural Industry and Career Preparation	1
B.S. Requirement – See checklist for options	3
Total:	16

Year 3: Spring	
AGRI 4306 Crisis and Emergency Risk Communication	3
AGRI 4304 Diffusion of Agricultural Innovations	3
Media Practicum – MCOM 2171, 2172, 2173, 4321 or AGRI 3199	1-3
AGRI 3318 Ag Statistics	3
MCOM 3305	3
AGRI 4098 Agricultural Internship	3
Total:	16-18

Year 4: Fall	
AGRI 4311 Writing for Scientific Publication (fall only)	3
AGBE, ANSC or PSES Elective (Upper Level)	3
MCOM 4302	3
Agricultural Elective	3
Elective	1-3
Total:	13-15

Year 4: Spring	
AGRI 4380 Capstone in Agricultural Media & Communication	3
Elective	1-3
AGBE, ANSC or PSES Elective (Any Level)	3
AGBE, ANSC or PSES Elective (Upper Level)	3
Elective	3
Total:	13-15

[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.

Identified Marketable Skills	Top Three Local Employers or Industries/Professional Programs/Possible Career Opportunities
1. Agriculturally literate	Commodity/Breed Associations
2. Teachable/leadership/followership	Extension
3. Problem solver	Digital Marketing
4. Professional	
5. Communicator	
6. Competent in field of study	

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.