

**West Texas A&M University  
Advising Services  
Degree Checklist  
2026-2027**

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

NAME: \_\_\_\_\_ WT ID: \_\_\_\_\_ DATE: \_\_\_\_\_

**Communication Studies—Strategic Communication  
Emphasis (online degree option)  
Department of Communication  
FAC 103 (806) 651-2800**

**Bachelor of Arts Degree  
BA.COMM.STRAT (1209)**

CORE CURRICULUM COURSES: 42 HOURS		HRS
<b>Communication (Core 10)</b>		
ENGL 1301 Intro. to Academic Writing & Argumentation OR ENGL 1311 Writing About Ideas	3	
See University Core Requirements below	(3)	
<b>Mathematics (Core 20)</b>		
MATH 1314*, 1316*, 1324*, 1325*, 1332*/**, 1342*/**, 1350*/**, 2412*, or 2413* (2412 & 2413: fourth hr. moves to Core 90)	3	
<b>Life and Physical Sciences (Core 30)</b>		
<b>Take two courses from:</b> ANSC 1319; BIOL 1406 or 1308, 1407* or 1309*, 1411, 1413, 2401, 2402; 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 <sup>th</sup> hr. moves to Core 90	6	
<b>Language, Philosophy and Culture (Core 40)</b>		
See University Core Requirements below	(3)	
<b>Creative Arts (Core 50)</b>		
ARTS 1301, 1303, 1304; DANC 2303; MUSI 1306, 1307 (for music majors), 1310; or THRE 1310 <b>Choose 1</b>	3	
<b>American History (Core 60)</b>		
HIST 1301, 1302, 2301, 2381, 2382 <b>Choose 2</b>	6	
<b>Government/Political Science (Core 70)</b>		
POSC 2305 and 2306	6	
<b>Social and Behavioral Sciences (Core 80)</b>		
See University Core Requirements below	(3)	
<b>Component Area Option (Core 90)</b>		
<b>Take six hours from:</b> AGRI 2300; BUSI 1301, 1304; CIDM 1105. CIDM 1301 or 1315; CS 1301; ECON 2331; EDUC 1300; ENGL 1101, 1102, 1302*, 1312*, 2311*; HNRS 2171; HSCI 2300; IDS 1071 (1-3 hours); MUSI 1053 (1-2 hours); PHIL 2303; SES 1120	6	
Also, extra 4 <sup>th</sup> -hour credits from Core 20 and Core 30 (MATH, BIOL, CHEM, ENVR, GEOL, PHYS)		
<b>COMMUNICATION STUDIES—STRATEGIC COMMUNICATION EMPHASIS MAJOR REQUIREMENTS: 45 HOURS*** A grade of "C" or better must be earned in all courses required for major.</b>		
<b>UNIVERSITY CORE REQUIREMENTS: 9 HOURS</b>		
<b>CORE 10</b> COMM 1315 Basic Speech Communication OR COMM 1321 Business and Professional Communication	3	
<b>CORE 40</b> MCOM 1307 Introduction to Media Communication	3	
<b>CORE 80</b> COMM 2377 Intercultural Communication	3	
<b>STRATEGIC COMMUNICATION REQUIREMENTS: 36 HOURS</b>		
COMM 1318 Interpersonal Communication If 1318 is taken to fulfill University core requirements, then 1315 or 1321 must be taken to satisfy the 18-hour COMM core requirement.	3	
COMM 2376 Communication Theory OR MCOM 2376 Media Theory	3	

COMM 3315* Research Methods OR MCOM 3314* Public Relations and Advertising Research	3	
COMM 3331 Organizational Communication & Leadership	3	
COMM 3332 Strategic Communication OR COMM 3333 Crisis Communication	3	
COMM 3341 Persuasion	3	
COMM 3360 Health Communication OR COMM 4360 Communication & Global Culture	3	
COMM 4398* Communication Internship OR MCOM 4398* Media Internship	3	
MCOM 2327 Advertising Principles	3	
MCOM 3305 Media Trends	3	
MCOM 3350 Public Relations and Publicity	3	
MCOM 4302 Media Law and Ethics	3	
<b>BACHELOR OF ARTS REQUIREMENTS: 12 HOURS      OPTION</b>		
Six hours of foreign language.	6	
Six hours chosen from art, communication studies, dance, English, history, media communication, modern languages, music, philosophy, religion, and theatre.	6	
<b>ELECTIVES: 30 HOURS BY ADVISEMENT</b>		
ELECTIVES	30	
<b>MINIMUM HOURS REQUIRED TO COMPLETE DEGREE</b>	<b>120</b>	

\* 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 Department of 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 – 2026-2027 Curriculum Guide**

**Major: Communication Studies – Strategic Comm., B.A. BA.COMM.STRAT (1209)**

<b>Year 1: Fall</b>		<b>Year 1: Spring</b>	
CORE 10 (Communication) – ENGL 1301 or 1311	3	CORE 30 (Life & Phys. Sci.) – See checklist for options	3
CORE 10 (Communication) – COMM 1315 or 1321	3	CORE 60 (American History) – See checklist for options	3
CORE 20 (Mathematics) – See checklist for options	3	CORE 80 (Soc./Behav. Sci) – COMM 2377 Intercultural Comm.	3
CORE 40 (Lang., Phil. & Culture) – MCOM 1307 (recommended) <sup>1</sup>	3	CORE 90 (Component Area Option) – See checklist for options - ENGL 1302, 1312 or 2311 is recommended. <sup>1</sup>	3
CORE 60 (American History) – See checklist for options	3	COMM 1318 Interpersonal Communication	3
<b>Total:</b>	<b>15</b>	<b>Total:</b>	<b>15</b>
<b>Year 2: Fall</b>		<b>Year 2: Spring</b>	
CORE 50 (Creative Arts) – See checklist for options	3	CORE 30 (Life & Phys. Sci.) – See checklist for options	3
CORE 70 (Govt./Political Sci.) – POSC 2305	3	CORE 70 (Govt./Political Sci.) – POSC 2306	3
CORE 90 (Component Area Option) – See checklist for options - ENGL 1101 is recommended if two 4-hour Core 30 courses are taken.	3	MCOM 3305 Media Trends	3
COMM 2376 Comm. Theory <b>or</b> MCOM 2376 Media Theory	3	MCOM 3350 Public Relations & Policy	3
MCOM 2327 Advertising Principles	3	Elective	3
<b>Total:</b>	<b>15</b>	<b>Total:</b>	<b>15</b>
<b>Year 3: Fall</b>		<b>Year 3: Spring</b>	
COMM 3331 Organizational Communication & Leadership	3	COMM 3332 Strategic Comm. <b>or</b> COMM 3333 Crisis Comm.	3
COMM 3341 Persuasion	3	COMM 3360 Health Communication <b>or</b> COMM 4360 Communication & Global Culture	3
B.A. Requirement – See checklist for options	3	B.A. Requirement – See checklist for options	3
B.A. Requirement – See checklist for options	3	B.A. Requirement – See checklist for options	3
Elective	3	Elective	3
<b>Total:</b>	<b>15</b>	<b>Total:</b>	<b>15</b>
<b>Year 4: Fall</b>		<b>Year 4: Spring</b>	
COMM 3315 Research Methods <b>or</b> MCOM 3314 Public Relations & Advertising Research	3	COMM 4398 Communication Internship <b>or</b> MCOM 4398 Media Internship	3
MCOM 4302 Media Law & Ethics	3	Elective	3
Elective	3	Elective	3
Elective	3	Elective	3
Elective	3	Elective	3
<b>Total:</b>	<b>15</b>	<b>Total:</b>	<b>15</b>

<sup>1</sup> **CORE:** Communication Studies – Strategic Comm. majors are required to take MCOM 1307 for Core 40 and COMM 2377 for Core 80. 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.

<b>Identified Marketable Skills</b> Oral presentation – Effective writing – Research – Strategic planning – Leadership – Media literacy/usage	<b>Top Three Local Employers or Industries/Professional Programs/Possible Career Opportunities</b> Corporate and nonprofit communication – Social media management – Advertising and promotions
---	--

**Additional notes:**

- All Communication Studies majors will compile and submit an e-portfolio that demonstrates required competencies during the required internship course. The internship course should be taken during the final semester.
- Students are encouraged to join professional student organizations within the department.
- Recommended electives: MCOM 4321 1910 PR, MCOM 3304 Digital Advertising, MCOM 3307 Public Relations Campaigns.
- 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.