

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:** _____

**Public Relations, Advertising, and Applied
Communication – Public Relations Concentration**
Department of Communication
FAC 103 (806) 651-2800

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, 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 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; 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 th -hour credits from Core 20 and Core 30 (MATH, BIOL, CHEM, ENVR, GEOL, PHYS)		
PUBLIC RELATIONS, ADVERTISING, AND APPLIED COMMUNICATION—PUBLIC RELATIONS CONCENTRATION REQUIREMENTS: 51 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 OR COMM 2376 Communication Theory	3	
MCOM 3305 Media Trends	3	
MCOM 3314* Public Relations & Advertising Research OR COMM 3315* Research Methods	3	
MCOM 4302 Media Law & Ethics	3	

Bachelor of Arts Degree
BA.PR.ADV.APCOM.PR (1214)

MCOM 4320 Communication Data Analytics	3	
MCOM 4398* Media Internship	3	
PUBLIC RELATIONS CONCENTRATION REQUIREMENTS: 21 HOURS		
MCOM 2327 Advertising Principles	3	
MCOM 3307* Public Relations Campaigns	3	
MCOM 3312 Ad/PR Writing	3	
MCOM 3350 Public Relations and Publicity	3	
MCOM 4321 1910 PR	3	
6 hours from:		
MCOM 2171 KWTS Practicum	6	
MCOM 2172 Eternal Flame Practicum		
MCOM 2173 Prairie Practicum		
MCOM 2174 Sports Broadcasting Practicum (Any combination of practicum hours may be taken up to a total of 3 hrs.)		
MCOM 1318 Digital Photography MCOM/COMM 3304 Digital Advertising MCOM 3308* Advertising Campaigns MCOM 3310* Advanced Design MCOM 3331 Media History MCOM 3375 Advertising Media Strategy MCOM/COMM 4300 Communication Study Abroad COMM 4302 Event Planning		
BACHELOR OF ARTS REQUIREMENTS: 12 HOURS		
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	
ELECTIVES: 18 HOURS BY ADVISEMENT		
ELECTIVES	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 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: Public Relations, Advertising, and Applied Communication – PR Concentration, B.A.

BA.PR.ADV.APCOM.PR (1214)

Year 1: Fall		Year 1: Spring	
CORE 10 (Communication) – ENGL 1301 or 1311	3	CORE 30 (Life & Phys. Sci.) – See checklist for options	3
CORE 10 (Communication) – COMM 1315, 1318 or 1321	3	CORE 60 (American History) – 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. ¹	3
CORE 40 (Lang., Phil. & Culture) – MCOM 1307 ¹	3	MCOM Core – MCOM 2310 Media Design	3
CORE 60 (American History) – See checklist for options	3	MCOM Core – MCOM 2311 Media Writing	3
Total:	15	Total:	15
Year 2: Fall		Year 2: Spring	
CORE 30 (Life & Phys. Sci.) – See checklist for options	3	CORE 70 (Govt./Political Sci.) – POSC 2305	3
CORE 50 (Creative Arts) – See checklist for options	3	CORE 80 (Social & Behav. Sci) – COMM 2377 recommended ¹	3
CORE 70 (Govt./Political Sci.) – POSC 2306	3	MCOM Core – MCOM 2376 Media Theory or COMM 2376 Communication Theory	3
MCOM Core – MCOM 1336 Basic Video Production	3	PR Requirement – MCOM 3312 Ad/PR Writing	3
PR Requirement – MCOM 2327 Advertising Principles	3	B.A. Requirement – See checklist for options	3
Total:	15	Total:	15
Year 3: Fall		Year 3: Spring	
CORE 90 (Component Area Option) – See checklist for options - ENGL 1101 suggested if two 4-hour Core 30 courses are taken.	3	MCOM Core – MCOM 3314 Public Relations & Advertising Research or COMM 3315 Research Methods	3
MCOM Core – MCOM 3305 Media Trends	3	PR Requirement – MCOM 3350 Public Relations and Publicity	3
MCOM Core – MCOM 4320 Communication Data Analytics	3	PR Requirement – MCOM 4321 1910 PR	3
PR Requirement – MCOM 3307 Public Relations Campaigns	3	B.A. Requirement – See checklist for options	3
B.A. Requirement – See checklist for options	3	Elective	3
Total:	15	Total:	15
Year 4: Fall		Year 4: Spring	
MCOM Core – MCOM 4302 Media Law & Ethics	3	MCOM Core – MCOM 4398 Media Internship	3
PR Required Elective – See checklist for options	3	PR Required Elective – See checklist for options	3
B.A. Requirement – See checklist for options	3	Elective	3
Elective	3	Elective	3
Elective	3	Elective	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 Effective writing – Multimedia production – Verbal & visual presentation – Leadership – Research – Creativity</p>	<p>Top Three Local Employers or Industries/Professional Programs/Possible Career Opportunities Advertising and integrated marketing agencies – Digital and social media management – Corporate and nonprofit communication</p>
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Additional notes:

- All Department of Communication 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.
- Public Relations, Advertising & Applied Communication majors are encouraged to join one of the professional student organizations within the Department of Communication.
- 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.