

**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 – Advertising Concentration**  
**Department of Communication**  
**FAC 103 (806) 651-2800**

**Bachelor of Science Degree**  
**BS.PR.ADV.APCOM.ADV (1213)**

<b>CORE CURRICULUM COURSES: 42 HOURS</b>		<b>HR</b>
<b>Communication (Core 10)</b>		
ENGL 1301 Intro. To Academic Writing & Argumentation OR ENGL 1311 Writing About Ideas	3	
COMM 1315, 1318, or 1321	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>		
AGBE 2317*; COMM 2377; CRIJ 1301; ECON 2301, 2302; GEOG 1302; PSYC 2301; SOCI 1301 <b>Choose 1</b>	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>PUBLIC RELATIONS, ADVERTISING, AND APPLIED COMMUNICATION—ADVERTISING CONCENTRATION REQUIREMENTS: 51 HOURS****</b> A grade of "C" or better must be earned in all courses required for major.		
<b>UNIVERSITY CORE REQUIREMENTS: 3 HOURS</b>		
<b>CORE 40</b> MCOM 1307 Introduction to Media Communication	3	
<b>MEDIA COMMUNICATION CORE: 27 HOURS</b>		
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	

MCOM 4320 Communication Data Analytics	3	
MCOM 4398* Media Internship	3	
<b>ADVERTISING CONCENTRATION REQUIREMENTS: 21 HOURS</b>		
MCOM 2327 Advertising Principles	3	
MCOM/COMM 3304 Digital Advertising	3	
MCOM 3308* Advertising Campaigns	3	
MCOM 3312 Ad/PR Writing	3	
MCOM 3375 Advertising Media Strategy	3	
<b>6 hours from:</b> MCOM 2171 KWTS Practicum 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.)	6	
MCOM 1318 Digital Photography MCOM 3307* Public Relations Campaigns MCOM 3310* Advanced Design MCOM 3331 Media History MCOM 3350 Public Relations and Publicity MCOM 3379 Media Management MCOM 4321 1910 PR MCOM/COMM 4300 Communication Study Abroad COMM 4302 Event Planning		
<b>BACHELOR OF SCIENCE REQUIREMENTS: 6 HOURS</b>		
Six hours chosen from biology, chemistry, environmental science, geology, geosciences, mathematics, physics, and natural sciences.	6	
<b>ELECTIVES: 24 HOURS BY ADVISEMENT</b>		
ELECTIVES		
	24	
<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: Public Relations, Advertising, and Applied Communication, B.S. – Advertising Concentration**

**BS.PR.ADV.APCOM.ADV (1213)**

<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, 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. <sup>1</sup>	3
CORE 40 (Lang., Phil. & Culture) – MCOM 1307 <sup>1</sup>	3	MCOM Core – MCOM 1336 Basic Video Production	3
CORE 80 (Social & Behav. Sci) – COMM 2377 recommended <sup>1</sup>	3	MCOM Core – MCOM 2311 Media Writing	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 2306	3	CORE 70 (Govt./Political Sci.) – POSC 2305	3
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 2376 Media Theory <b>or</b> COMM 2376 Communication Theory	3
MCOM Core – MCOM 2310 Media Design	3	Adv. Requirement – MCOM 3312 Ad/PR Writing	3
Adv. Requirement – MCOM 2327 Advertising Principles	3	B.S. Requirement – See checklist for options	3
<b>Total:</b>	<b>15</b>	<b>Total:</b>	<b>15</b>
<b>Year 3: Fall</b>		<b>Year 3: Spring</b>	
CORE 60 (American History) – See checklist for options	3	MCOM Core – MCOM 3314 Public Relations & Adv. Research	3
MCOM Core – MCOM 3305 Media Trends	3	Adv. Requirement – MCOM 3308 Advertising Campaigns	3
MCOM Core – MCOM 4302 Media Law & Ethics	3	Adv. Required Elective – See checklist for options	3
Adv. Requirement – MCOM 3304 Digital Advertising	3	Elective	3
B.S. Requirement – See checklist for options	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>	
MCOM Core – MCOM 4320 Communication Data Analytics	3	MCOM Core - MCOM 4398 Media Internship	3
Adv. Required Elective – See checklist for options	3	Adv. Requirement – MCOM 3375 Advertising Media Strategy	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:** 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><b>Identified Marketable Skills</b></p> <p>Effective writing – Multimedia production – Verbal &amp; visual presentation – Leadership – Research – Creativity</p>	<p><b>Top Three Local Employers or Industries/Professional Programs/Possible Career Opportunities</b></p> <p>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.