

**West Texas A&M University**  
**Advising Services**  
**Degree Checklist**  
**2022-2023**

(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 (236)**  
**Department of Communication**  
**FAC 103 651-2798**

**Bachelor of Science Degree  
BS.PR.ADV.APCOM**

| CORE CURRICULUM COURSES: 42 HOURS ♦   |       | HR | FPC |
|---|-------|----|-----|
| <b>Communication (Core 10)</b>  |       |    |     |
| ENGL 1301 Intro. To Academic Writing & Argumentation<br>OR<br>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 (extra lab hours move to Core 90): ♦</b>   |       |    |     |
| ANSC 1319; BIOL 1406 or 1408, 1407* or 1409*, 1411, 1413; CHEM 1405* or 1411*, 1412*; ENVR 1407*; GEOL 1401 or 1403, 1402, 1404; PHYS 1401*, 1402*, 1411, 1412, 1471, 2425*, 2426*; PSES 1301, 1307   | 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 or 2381, 1302 or 2382, 2301 <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; PSYC 2301; SOCI 1301 <b>Choose 1</b>   | 3     |    |     |
| <b>Component Area Option (Core 90)</b>  |       |    |     |
| <b>Take six hours from: ♦</b>   |       |    |     |
| AGRI 2300; BIOL lab hours (from Core 30); BUSI 1301, 1304; CHEM lab hours (from Core 30); CIDM 1105, CIDM 1301 or 1315; CS 1301; ECON 2331; ENGL 1101, 1102, 1302*, 1312*, 2311*; ENVR lab hour (from Core 30); GEOL lab hours (from Core 30); IDS 1071 (1-3 hours); extra MATH hours (from Core 20); MUSI 1053; PHIL 2303; PHYS lab hours (from Core 30); SES 1120 | 6     |    |     |
| <b>PUBLIC RELATIONS, ADVERTISING, AND APPLIED COMMUNICATION—PUBLIC RELATIONS CONCENTRATION REQUIREMENTS: 48 HOURS****</b><br>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   | FPC 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 PUBLIC RELATIONS CONCENTRATION (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  |  |
| <b>6 hours from:</b>  |    |  |
| MCOM 2171 KWTS Practicum ( <i>can be repeated</i> )   | 6  |  |
| MCOM 2172 Eternal Flame Practicum   |    |  |
| MCOM 2173 Prairie Practicum ( <i>can be repeated</i> )  |    |  |
| MCOM 2174 Sports Broadcasting Practicum (Any combination of practicum hours can be taken up to a total of 3 hrs.) |    |  |
| MCOM 1318 Digital Photography   |    |  |
| MCOM 3304 Introduction to Buffalo Advertising   |    |  |
| MCOM 3308* Advertising Campaigns  |    |  |
| MCOM 3310 Advanced Design   |    |  |
| MCOM 3331 Media History   |    |  |
| MCOM 3375 Mass Media Sales  |    |  |
| COMM 4302 Event Planning  |    |  |
| COMM 4300 Communication Study Abroad  |    |  |
| MCOM 4300 Communication Study Abroad  |    |  |
| MCOM 4390* Senior Project   |    |  |
| <b>BACHELOR OF SCIENCE REQUIREMENTS: 6 HOURS FPC</b>  |    |  |
| Six hours chosen from biology, chemistry, geology, geosciences, mathematics, physics and natural sciences.        | 6  |  |
| <b>ELECTIVES: 24 HOURS BY ADVISEMENT—SEE NOTE</b>   |    |  |
| ELECTIVES   | 24 |  |
| <b>MINIMUM HOURS REQUIRED TO COMPLETE DEGREE 120</b>  |    |  |

♦ NOTE I: 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.

\* 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 II: 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.

**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**  
**2022-2023 Curriculum Guide**

Major: PR, Advertising & Applied Comm. - PR Concentration, BS

236

| First Year                         |   |                              |   |
|------------------------------------|---|------------------------------|---|
| Fall                               |   | Spring                       |   |
| CORE 10—ENGL 1301                  | 3 | MCOM CORE—MCOM 2310          | 3 |
| CORE 10—COMM 1315*<br>1318 or 1321 | 3 | MCOM CORE—MCOM 2311          | 3 |
| CORE 20—MATH                       | 3 | CORE 30—SCIENCE              | 4 |
| CORE 40—MCOM 1307*                 | 3 | CORE 60—HISTORY              | 3 |
| CORE 80—COMM 2377                  | 3 | CORE 90—ENGL 1302 or<br>2311 | 3 |
|                                    |   |                              |   |
| Semester Hours                     |   | 15                           |   |
|                                    |   | Semester Hours               |   |
|                                    |   | 16                           |   |

| Second Year           |   |                     |   |
|-----------------------|---|---------------------|---|
| Fall                  |   | Spring              |   |
| CORE 50—CREATIVE ARTS | 3 | CORE 30—SCIENCE     | 4 |
| CORE 70—POSC 2305     | 3 | CORE 70—POSC 2306   | 3 |
| CORE 90—ENGL 1102     | 1 | MCOM CORE—MCOM 2376 | 3 |
| PR REQ—MCOM 2327      | 3 | PR REQ—MCOM 3312    | 3 |
| MCOM CORE—MCOM 1336   | 3 | B.S. Requirement    | 3 |
| ELECTIVE              | 3 |                     |   |
| Semester Hours        |   | 16                  |   |
|                       |   | Semester Hours      |   |
|                       |   | 16                  |   |

| Third Year          |   |                     |   |
|---------------------|---|---------------------|---|
| Fall                |   | Spring              |   |
| CORE 60—HISTORY     | 3 | MCOM CORE—MCOM 3314 | 3 |
| B.S. Requirement    | 3 | PR REQ - MCOM 3350  | 3 |
| MCOM CORE—MCOM 3305 | 3 | PR REQ - MCOM 4321  | 3 |
| MCOM CORE—MCOM 3379 | 3 | ELECTIVE            | 3 |
| PR REQ - MCOM 3307  | 3 | ELECTIVE            | 3 |
|                     |   |                     |   |
| Semester Hours      |   | 15                  |   |
|                     |   | Semester Hours      |   |
|                     |   | 15                  |   |

| Fourth Year         |   |                     |   |
|---------------------|---|---------------------|---|
| Fall                |   | Spring              |   |
| MCOM CORE—MCOM 4302 | 3 | PR/ADV/APCOM REQ.** | 3 |
| PR/ADV/APCOM REQ.** | 3 | MCOM CORE—MCOM 4398 | 3 |
| ELECTIVE            | 3 | ELECTIVE            | 3 |
| ELECTIVE            | 3 | ELECTIVE            | 3 |
| ELECTIVE            | 3 |                     |   |
|                     |   |                     |   |
| Semester Hours      |   | 15                  |   |
|                     |   | Semester Hours      |   |
|                     |   | 12                  |   |

**Degree Total Hours      120**

**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 45 hours. Students should always seek the advice of their academic adviser before scheduling classes.

\*All students in the Department of Communication should enroll in the majors-only sections of COMM 1315 and MCOM 1307 if possible.

\*\*Three 1-hour practicum classes can be spread across multiple semesters and combined to count toward your required hours for the major.

| Identified Marketable Skills   |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Effective writing</li> <li>• Multimedia production</li> <li>• Verbal and visual presentation</li> </ul> | <ul style="list-style-type: none"> <li>• Leadership</li> <li>• Research</li> </ul> |

| Top 3 Employers/Industries  |
|---|
| <ul style="list-style-type: none"> <li>• social media management</li> <li>• advertising and PR agencies</li> <li>• corporate and nonprofit communication</li> </ul> |

| Other Degree Notes:  |
|--|
| <p>All Public Relations, Advertising, and Applied Communication majors will compile and submit an e-portfolio that demonstrates required competencies. PR/ADV/APCOM majors 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 non-MCOM electives include: COMM 3333 Crisis Communication, COMM 3341 Persuasion, and MKT 3340 Principles of Marketing.</p> |