

West Texas A&M University
Advising Services
Degree Checklist
2023-2024

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

NAME: _____ **WT ID:** _____ **DATE:** _____

Communication Studies—Advocacy and Public Culture
Emphasis
Department of Communication
FAC 103 651-2800

Bachelor of Arts Degree
BA.COMM.APC (1201)

CORE CURRICULUM COURSES: 42 HOURS		HRS
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; 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)		
ANTH 2351, ENGL 2321*, 2326*, 2331*, 2341*, 2343*; HIST 2311, 2323, 2372; MCOM 1307; PHIL 1301, 2374; SPAN 2311*, 2312*/**, 2313*, 2315*, or 2371 Choose 1	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)		
See University Core Requirements below	3	
Component Area Option (Core 90)		
Take six hours from: AGRI 2300; BIOL 4 th hour from 4-hour courses (from Core 30); BUSI 1301, 1304; CHEM 4 th hour from 4-hour courses (from Core 30); CIDM 1105, CIDM 1301 or 1315; CS 1301; ECON 2331; ENGL 1101, 1102, 1302*, 1312*, 2311*; ENVR 4 th hour (from Core 30); GEOL 4 th hour from 4-hour courses (from Core 30); IDS 1071 (1-3 hours); MATH 4 th hour from 4-hour courses (from Core 20); MUSI 1053; PHIL 2303; PHYS 4 th hour from 4-hour courses (from Core 30); SES 1120	6	
COMMUNICATION STUDIES—ADVOCACY AND PUBLIC CULTURE EMPHASIS MAJOR REQUIREMENTS: 48 HOURS**** A grade of "C" or better must be earned in all courses required for major.		
UNIVERSITY CORE REQUIREMENTS: 3 HOURS		
CORE 80 COMM 2377 Intercultural Communication	3	
COMMUNICATION STUDIES CORE: 18 HOURS		
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	3	
COMM 3315* Research Methods	3	
COMM 3341 Persuasion	3	
COMM 3342 Rhetorical Theory and Criticism	3	
COMM 4398 Communication Internship	3	

ADVOCACY AND PUBLIC CULTURE EMPHASIS: 27 HOURS	
COMM 2335 Argumentation	3
COMM 3301 Advanced Public Speaking	3
COMM 3333 Crisis Communication	3
COMM 3360 Health Communication	3
COMM 4342 Rhetoric and Popular Culture	3
COMM 4360 Communication & Global Culture	3
MCOM 2310 Media Design	3
MCOM 3305 New Media	3
And choose 3 hours from the following: COMM 2178 Forensics (<i>may be repeated</i>) COMM 3370 Critical Culture & Gender Communication COMM 4278 Forensics COMM 4300 Communication Study Abroad OR MCOM 4300 Communication Study Abroad MCOM 4302 Media Law & Ethics	3
BACHELOR OF ARTS REQUIREMENTS: 12 HOURS	
Six hours of foreign language.	(6-8)
Six hours chosen from art, English, history, modern languages, music, philosophy and theatre.	6
ELECTIVES: 16-18 HOURS BY ADVISEMENT—SEE NOTE	
ELECTIVES ♦ Recommended electives: COMM/MCOM 3304, MCOM 3307, 3313, 3350. Three or more hours for B.A. requirements and/or electives must be 3000- or 4000-level to total 36 advanced hours at WTAMU.	21
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 communication studies 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 – 2023-2024 Curriculum Guide

Major: Communication Studies – Advocacy & Public Culture Emphasis, B.A.

Major Code: 1201

Year 1: Fall		Year 1: Spring	
CORE 10 (Communication) – COMM 1315, 1318 or 1321	3	Communication Studies Core – COMM 1318 Interpersonal Comm.	3
CORE 40 (Language, Phil. & Culture) – MCOM 1307 (recommended) ¹	3	CORE 80 (Social & Behav. Sci) – COMM 2377 Intercultural Comm.	3
CORE 10 (Communication) – ENGL 1301 or 1311	3	CORE 30 (Life & Phys. Sci.) – See checklist for options	3
CORE 20 (Mathematics) – See checklist for options	3	CORE 60 (American History) – See checklist for options	3
CORE 60 (American History) – See checklist for options	3	CORE 90 (Component Area Option) – ENGL 1302, 1312 or 2311 (recommended) ¹	3
Total:	15	Total:	15
Year 2: Fall		Year 2: Spring	
Communication Studies Core – COMM 2376 Communication Theory	3	APC Emphasis – MCOM 2310 Media Design	3
APC Emphasis - COMM 2335 Argumentation	3	APC Emphasis – COMM 3301 Advanced Public Speaking	3
CORE 50 (Creative Arts) – See checklist for options	3	CORE 70 (Govt./Political Sci.) – POSC 2305 or 2306	3
CORE 70 (Govt./Political Sci.) – POSC 2305 or 2306	3	B.A. Requirement – See checklist for options	3
B.A. Requirement – See checklist for options	3	CORE 90 (Component Area Option) – See checklist for options - ENGL 1101 suggested if two 4-hour Core 30 courses are taken.	3
Total:	15	Total:	15
Year 3: Fall		Year 3: Spring	
APC Emphasis – MCOM 3305 New Media	3	Communication Studies Core – COMM 3315 Research Methods	3
APC Emphasis – COMM 3360 Health Communication	3	APC Emphasis – COMM 3333 Crisis Communication	3
Communication Studies Core – COMM 3341 Persuasion	3	APC Emphasis – COMM 4360 Communication & Global Culture	3
CORE 30 (Life & Phys. Sci.) – See checklist for options	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	
APC Emphasis – Take 3 hours from COMM 2178, 3370, 4278, COMM/MCOM 4300, MCOM 4302	3	Communication Studies Core – COMM 4398 Communication Internship	3
Communication Studies Core – COMM 3342 Rhetorical Theory & Criticism	3	APC Emphasis – COMM 4342 Rhetoric and Popular Culture	3
Elective	3	Elective	3
Elective	3	Elective	3
Elective	3	Elective	3
Total:	15	Total:	15

¹ **CORE:** Communication Studies majors are required to take COMM 2377 for Core 80. For all other categories, they may select from any available options (see degree checklist). MCOM 1307 is recommended for Core 40. Apart from the major-specific core requirement, there is no set order in which core courses must be taken.

<p>Identified Marketable Skills</p> <p>Oral presentation - Effective writing – Research – Leadership - Cultural competency – Advocacy</p>	<p>Top Three Local Employers or Industries/Professional Programs/Possible Career Opportunities</p> <p>Nonprofit and corporate health communication – Ministry – Public Affairs</p>
--	---

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.
- All Communication Studies majors will compile and submit a 3-portfolio that demonstrates required competencies. Students are encouraged to join professional student organizations within the department. The required internship class should be taken during the final semester. Recommended electives: MCOM 4321 1910 PR, MCOM/COMM 3304 Digital Advertising, MCOM 3307 Public Relations Campaigns, MCOM 3350 Public Relations & Publicity.
- All students in the Department of Communication should enroll in the majors-only sections of COMM 1315 and MCOM 1307 if possible.

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