# **West Texas A&M University Advising Services Degree Checklist** 2018-2019

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

NAME:	WT ID:	DATE:
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# Public Relations, Advertising, and Applied Communication **Department of Communication** FAC 103 651-2798

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CORE CURRICULUM COURSES: 42 HOURS ◆	HRS		_
Communication (Code 10)  ENGL 1301 Introduction to Academic Writing and			
Argumentation	3		
COMM 1315, 1318, or 1321	3		
Mathematics (Code 20) MATH 1314*, 1316*, 1324*, 1325*, 1332*/**, 1342*/**,			
1350*/**, 2412*, 0r 2413* (2412 & 2413: extra hr. moves to Code 90)	3		
Take two courses from (extra lab hours move to Code 90): ♦			
ANSC 1319; BIOL 1406 <b>or</b> 1408, 1407* <b>or</b> 1409*, 1411, 1413; CHEM 1405* or 1411*, 1412*; ENVR 1407*; GEOL 1401 <b>or</b> 1403, 1402, 1404; PHYS 1401*, 1402*, 1411, 1412, 2425*, 2426*; PSES 1301, 1307	6		
Language, Philosophy and Culture (Code 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	3		
Creative Arts (Code 50)  ARTS 1303, ARTS 1304; DANC 2303; MUSI 1306, MUSI	3		
1307, MUSI 1310; or THRE 1310 Choose 1  American History (Code 60)			
HIST 1301, 1302, 2301, 2381 Choose 2	6		
Government/Political Science (Code 70)			
POSC 2305 and 2306	6		
Social and Behavioral Sciences (Code 80)           AGBE 2317*; COMM 2377; CRIJ 1301; ECON 2301, 2302;           PSYC 2301; SOCI 1301         Choose 1	3		
Component Area Option (Code 90)			
Take six hours from: ♦ AGRI 2300; BIOL lab hours (from Code 30); BUSI 1304; CHEM			
lab hours (from Code 30); CIDM 1105, CIDM 1301 or 1315; CS			
1301; ENGL 1101, 1302*, 2311*; ENVR lab hour (from Code	_		
30); GEOL lab hours (from Code 30); IDS 1071 (1-3 hours); extra	6		
30); GEOL lab hours (from Code 30); IDS 1071 (1-3 hours); extra MATH hours (from Code 20); PHIL 2303; PHYS lab hours (from Code 20); PHIL 2303; PHIL 230	ь		
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MATH hours (from Code 20); PHIL 2303; PHYS lab hours (from	***	or.	
MATH hours (from Code 20); PHIL 2303; PHYS lab hours (from Code 30)  PUBLIC RELATIONS, ADVERTISING, AND APPLIED COMMUNICATION MAJOR REQUIREMENTS: 43 HOURS*	***	or.	
MATH hours (from Code 20); PHIL 2303; PHYS lab hours (from Code 30)  PUBLIC RELATIONS, ADVERTISING, AND APPLIED COMMUNICATION MAJOR REQUIREMENTS: 43 HOURS* A grade of "C" or better must be earned in all courses required for	***	or.	
MATH hours (from Code 20); PHIL 2303; PHYS lab hours (from Code 30)  PUBLIC RELATIONS, ADVERTISING, AND APPLIED COMMUNICATION MAJOR REQUIREMENTS: 43 HOURS* A grade of "C" or better must be earned in all courses required for MEDIA COMMUNICATION CORE: 28 HOURS	**** or majo	or.	
MATH hours (from Code 20); PHIL 2303; PHYS lab hours (from Code 30)  PUBLIC RELATIONS, ADVERTISING, AND APPLIED COMMUNICATION MAJOR REQUIREMENTS: 43 HOURS* A grade of "C" or better must be earned in all courses required for MEDIA COMMUNICATION CORE: 28 HOURS  MCOM 1307 Introduction to Media Communication	or majo	or.	
MATH hours (from Code 20); PHIL 2303; PHYS lab hours (from Code 30)  PUBLIC RELATIONS, ADVERTISING, AND APPLIED COMMUNICATION MAJOR REQUIREMENTS: 43 HOURS* A grade of "C" or better must be earned in all courses required for MEDIA COMMUNICATION CORE: 28 HOURS  MCOM 1307 Introduction to Media Communication  MCOM 2310 Media Design	3	pr.	
MATH hours (from Code 20); PHIL 2303; PHYS lab hours (from Code 30)  PUBLIC RELATIONS, ADVERTISING, AND APPLIED COMMUNICATION MAJOR REQUIREMENTS: 43 HOURS* A grade of "C" or better must be earned in all courses required for MEDIA COMMUNICATION CORE: 28 HOURS  MCOM 1307 Introduction to Media Communication  MCOM 2310 Media Design  MCOM 2311 Media Writing	3 3 3	or.	
MATH hours (from Code 20); PHIL 2303; PHYS lab hours (from Code 30)  PUBLIC RELATIONS, ADVERTISING, AND APPLIED COMMUNICATION MAJOR REQUIREMENTS: 43 HOURS* A grade of "C" or better must be earned in all courses required for MEDIA COMMUNICATION CORE: 28 HOURS  MCOM 1307 Introduction to Media Communication  MCOM 2310 Media Design  MCOM 2311 Media Writing  MCOM 2376 Media Theory	3 3 3 3	Dr.	
MATH hours (from Code 20); PHIL 2303; PHYS lab hours (from Code 30)  PUBLIC RELATIONS, ADVERTISING, AND APPLIED COMMUNICATION MAJOR REQUIREMENTS: 43 HOURS* A grade of "C" or better must be earned in all courses required for MEDIA COMMUNICATION CORE: 28 HOURS  MCOM 1307 Introduction to Media Communication  MCOM 2310 Media Design  MCOM 2311 Media Writing  MCOM 2376 Media Theory  MCOM 3305* New Media  MCOM 3314* Public Relations & Advertising Research OR	3 3 3 3	pr.	
MATH hours (from Code 20); PHIL 2303; PHYS lab hours (from Code 30)  PUBLIC RELATIONS, ADVERTISING, AND APPLIED COMMUNICATION MAJOR REQUIREMENTS: 43 HOURS* A grade of "C" or better must be earned in all courses required for MEDIA COMMUNICATION CORE: 28 HOURS  MCOM 1307 Introduction to Media Communication  MCOM 2310 Media Design  MCOM 2311 Media Writing  MCOM 2376 Media Theory  MCOM 3305* New Media  MCOM 3314* Public Relations & Advertising Research OR COMM 3315* Research Methods	3 3 3 3 3	Dr.	
MATH hours (from Code 20); PHIL 2303; PHYS lab hours (from Code 30)  PUBLIC RELATIONS, ADVERTISING, AND APPLIED COMMUNICATION MAJOR REQUIREMENTS: 43 HOURS* A grade of "C" or better must be earned in all courses required for MEDIA COMMUNICATION CORE: 28 HOURS  MCOM 1307 Introduction to Media Communication  MCOM 2310 Media Design  MCOM 2311 Media Writing  MCOM 2376 Media Theory  MCOM 3305* New Media  MCOM 3305* New Media  MCOM 3314* Public Relations & Advertising Research OR COMM 3315* Research Methods  MCOM 3379 Media Law  MCOM 3379 Media Management  MCOM 2327 Advertising Principles	3 3 3 3 3 3	DF.	

### **Bachelor of Arts Degree** BA.PR.ADV.APCOM (236)

PUBLIC RELATIONS, ADVERTISING, AND APPLIED					
COMMUNICATION REQUIREMENTS: 15 HOURS					
MCOM 4398 Media Internship	3				
Take 12 hours from:  MCOM 1318 Digital Photography MCOM 1336 Basic Video Production  MCOM 2171 KWTS Practicum (can be repeated) 1,1,1  MCOM 2172 Eternal Flame Practicum 1,1,1  MCOM 2173 Prairie Practicum (can be repeated) 1,1,1  MCOM 2174 Sports Broadcasting Practicum 1,1,1  MCOM 2175 Public Relations Practicum 1,1,1  MCOM 2175 Public Relations Practicum 1,1,1  (Any combination of practicum hours can be taken up to a total of 3 hrs.)  MCOM 2327 Advertising Principles (if not taken for MCOM Core)  MCOM 3310*, 3310L Multi-platform Publishing  MCOM 3094 Individual Problems  MCOM 3094 Individual Problems  MCOM 3307* Public Relations Campaigns OR  MCOM 3308* Advertising Campaigns  MCOM 3312 Advertising Techniques  MCOM 3314 Public Relations Copywriting  MCOM 3314 Public Relations Copywriting  MCOM 3314 Public Relations & Advertising Research (if not taken for MCOM Core)  MCOM 3331 Media History  MCOM 3335* News One on Air  MCOM 3350 Public Relations and Publicity  MCOM 3375 Mass Media Sales  MCOM (or COMM) 4300 Communication Study Abroad  COMM 4302 Event Planning	12				
MCOM 4390* Senior Project					
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: 21-23 HOURS BY ADVISEMENT—SEE NOTES I & II					
ELECTIVES (NON-MCOM) ◆	21-23				
MINIMUM HOURS REQUIRED TO COMPLETE DEGREE	120				
NOTE I: The core curriculum must total exactly 42 hours; excess hours n	nuct ha r	201/0	d to		

◆ 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. \*\* 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 \*\*\* 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 39 hours of advanced work (3000- or 4000-level courses) for which tuition is paid must be earned at WTAMU, and 30 of the final 36 hours counted toward the degree must be earned at WTAMU. Public Relations, Advertising, and Applied Communication majors may not count more than 43 hours of MCOM courses toward the degree; and no more than six hours in religion (RELI) and six hours in physical education (PHED) can be counted toward a degree.

NOTE: This is NOT a degree plan. After completing 30 hours, students are encouraged to request an official degree plan by using the online Degree Plan Request form. The dean's office of the Sybil B. Harrington College of Fine Arts and Humanities, located in Mary Moody Northen Hall, Room 181 (or call 806-651-2782), can answer questions about the degree plan. Students who have completed 45 hours will not be allowed to progress without requesting a degree plan.

# **Public Relations, Advertising, and Applied Communication**

Advising Services Bachelor of Arts Degree BA.PR.ADV.APCOM

2018 - 2019 Curriculum Guide

FAC 103 651-2798 Degree Plan Total Hours: 120 Major Code: 236

First Y	First Year							
Fall				Spring				
Н	CORE 10-ENGL 1301	3	н	MCOM 2310	3			
0			0	MCOM Core				
l u	CORE 10-COMM	3	u	MCOM 2311	3			
r	1315, 1318 or 1321		r u	MCOM Core				
s	MCOM 1307	3	S	CORE 60-HIST	3			
	MCOM Core			1301, 1302, 2301 or 2381				
15	CORE 20-MATH	3	15	CORE 30-LAB SCIENCE	3			
13	See * in Notes		13	See * in Notes				
	CORE 90	3		CORE 90	3			
	See * in Notes			See * in Notes				

Secon	Second Year							
	Fall			Spring				
Н	CORE 50 See checklist for options	3	Н	MCOM 3313 PR/ADV/APCOM Reqt.**	3			
o u r	MCOM 2327 MCOM Core***	3	o u r	MCOM 2376 MCOM Core	3			
S	CORE 80 COMM 2377 Recommended	3	S	CORE 30-LAB SCIENCE See * in Notes	3			
15	MCOM 1318 PR/ADV/APCOM Reqt.**	3	15	CORE 70-POSC 2305 or 2306	3			
	CORE 70-POSC 2305 or 2306	3		NON MCOM ELECTIVE	3			

Third Year						
Fall			Spring			
l	MCOM 3305	3	l	MCOM 3327	3	
Н	MCOM Core		H o	MCOM Core		
o u	MCOM 3350 OR COMM	3	u	BA FOREIGN LANG	4	
r	PR/ADV/APCOM Reqt.**		r	See checklist for options		
S	BA FOREIGN LANG	4	,	NON MCOM ELECTIVE	3	
	See checklist for options			COMM 3345 recommended		
16	BA REQUIREMENT	3	16	BA REQUIREMENT	3	
10	See checklist for options		10	See checklist for options		
	CORE 60-HIST	3		NON MCOM ELECTIVE	3	
	1301, 1302, 2301 or 2381					

Fourth Year						
Fall				Spring		
н	CORE 40	3	н	MCOM 4191	1	
0	See checklist for options		0	MCOM Core		
u	MCOM 3314	3	u	MCOM 4302	3	
r	MCOM Core****		r	MCOM Core		
S	MCOM 4398	3	S	AD/PR/APCOM REQT	3	
_	PR/ADV/APCOM Reqt.		_	MCOM 3375, 3308 or 3309*	<b>*</b> *	
15	NON MCOM ELECTIVE	3	13	NON MCOM ELECTIVE	3	
13	COMM 3341 recommended		13			
	NON MCOM ELECTIVE	3		NON MCOM ELECTIVE	3	

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.

#### Notes

- \* See checklist for options. Core 90: Lab hours for 4-hour Core 30 (science) courses and extra hour from 4-hour Core 20 (math) courses must be counted in Core 90.
- ALL COMM and MCOM majors should consider taking the discipline specific section of COMM 1315

  \*\* Advertising, Public Relations & Applied Comm. Requirements: see checklist for all options. These may include 3 hours of MCOM Practicums (2171, 2172, 2173, 2174 or 2175), not to exceed a total of 3 hours. Courses taken to satisfy MCOM Core requirements (e.g. MCOM 2327, 3314) cannot be counted again towards AD/PR/APCOM Emphasis requirements.
- \*\*\* May also take MCOM 3379 or MCOM 3331 (unless 3331 is taken for Public Relations, Advertising, and Applied Comm. Requirements).
- \*\*\*\* May also take COMM 3315.

All Seniors must enroll in MCOM 4191 during their final semester. Students may also opt to take MCOM 3310 Multi-Platrom Publishing to fulfill emphasis requirements