

**West Texas A&M University**  
**Advising Services**  
**Degree Checklist**  
**2013-2014**

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

**NAME:** \_\_\_\_\_ **WT ID:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**Mass Communication—Advertising/Public Relations**  
**Department of Communication**  
**FAC 103 651-2798**

| <b>CORE CURRICULUM COURSES: 42 HOURS ♦</b>  |       |  |                 |
|---|-------|--|-----------------|
| Specific course(s) required for this major are listed in the next section.  |       |  | <b>HRS</b>      |
| <b>Communication (10)</b>   |       |  |                 |
| ENGL 1301 (ENG 101); 1302* (ENG 102) or 2311* (ENG 270)   | 6     |  |                 |
| <b>Communication (11)</b>   |       |  |                 |
| COMM 1315 (SCOM 101, 1315), 1318 (SCOM 103, 1318), or 1321 (SCOM 201, 1321)   | 3     |  |                 |
| <b>Mathematics (20)</b>   |       |  |                 |
| MATH 1314* (110), 1324* (115), 1332*/** , 2412*, or 2413*   | 3     |  |                 |
| <b>Natural Sciences (30)</b>  |       |  |                 |
| <b>Take two courses from: ♦</b>   |       |  |                 |
| PSES 1301 (216), 1307 (112); ANSC 1319 (121); BIOL 1406 (101) or 1408, 1407* (102) or 1409*, 1411 (122), 1413 (121); CHEM 1405* (121), 1411* (101), 1412* (102); GEOL 1401 (GESC 111) or 1403 (GEOL 101), 1402 (GESC 112), 1404 (GEOL 102); PHYS 1401* (101), 1402* (102), 1411, 1412, 2425* (210), 2426* (211) | (6-8) |  |                 |
| <b>Humanities (40-41)</b>   |       |  |                 |
| ENGL 2321*, 2326*, 2331*, 2341*, 2343*; HIST 2311 (110), 2323, 2372 (210); <b>MCOM 1307****</b> (MC 107); PHIL 1301 (101), 2374 (204); SPAN 2312*/**** (207) or SPAN 2315*/****   | 3     |  | <b>Choose 1</b> |
| <b>Visual and Performing Arts (50)</b>  |       |  |                 |
| HUMA 1315 (FA 101); ARTS 1303 (ART 151), ARTS 1304 (ART 152); DANC 2303; MUSI 1306 (MUS 101) or 1208 and 1209*; or THRE 1310 (105)  | 3     |  | <b>Choose 1</b> |
| <b>Social and Behavioral Sciences (60)</b>  |       |  |                 |
| HIST 1301 (201) or 1303; 1302 or 1304; 2301; 2381   | 6     |  | <b>Choose 2</b> |
| <b>Social and Behavioral Sciences (70)</b>  |       |  |                 |
| POSC 2305 (101) or 2370; 2306 (102)   | 6     |  |                 |
| <b>Social and Behavioral Sciences (80)</b>  |       |  |                 |
| AGBE 2317* (213); ANTH 2351 (201); CRIJ 1301 (CJ 105); ECON 2301 (ECO 201), 2302 (ECO 202); GEOG 1302 (202); PSYC 2301 (PSY 201); COMM 2377 (SCOM 255, 2377); SOCI 1301 (201); or SOCW 2361 (SOWK 201)  | 3     |  | <b>Choose 1</b> |
| <b>Institutionally Designated Option (90)</b>   |       |  |                 |
| ANSC 2370; BUSI 1304; CIDM 1105, 1301 (CIS, IDM 1301), 1315 (CIS, IDM 1315), 2345; CS 1301; FIN 1307; IDS 1071; PHIL 2303 (203)   | (1-3) |  | <b>Choose1♦</b> |
| <b>MASS COMMUNICATION—ADVERTISING/PUBLIC RELATIONS MAJOR REQUIREMENTS: 43 HOURS</b>   |       |  |                 |
| <b>A grade of "C" or better must be earned in all courses required for major.</b>   |       |  |                 |
| <b>MASS COMMUNICATION CORE: 28 HOURS</b>  |       |  |                 |
| MCOM 2310 (4310) Media Design   | 3     |  |                 |
| MCOM 2315 (MC 102) Writing for the Media  | 3     |  |                 |
| MCOM 2376 Mass Communication Theory   | 3     |  |                 |
| MCOM 3312 (MC 312) Advertising Techniques OR MCOM 3335* (MC 335) Television Reporting   | 3     |  |                 |
| MCOM 3305* (MC 305) New Media   | 3     |  |                 |
| MCOM 3302 (MC 302) Journalism Research<br>MCOM 3314 (MC 314) Public Relations & Advertising Research<br>COMM 3315* (SCOM 315, 3315) Research Methods  | 3     |  | <b>Choose 1</b> |
| MCOM 3327 (MC 327) Mass Media Law   | 3     |  |                 |
| MCOM 3379 (MC 379) Media Management<br>MCOM 2327 (MC 250) Advertising Principles<br>MCOM 3331 (MC 331) Media History  | 3     |  | <b>Choose 1</b> |

**Bachelor of Science Degree**  
**BS.MC.PUB.RELATIONS (231)**

|  |   |       |            |
|--|---|-------|------------|
| MCOM 4191* Portfolio & Professional Development  | 1 |       |            |
| MCOM 4302* (MC 402) Mass Communication Ethics  | 3 |       |            |
| <b>ADVERTISING/PUBLIC RELATIONS EMPHASIS: 15 HOURS</b>   |   |       |            |
| MCOM 4398 (MC 495) Media Internship  | 3 |       |            |
| <b>Take 12 hours from:</b>   |   |       |            |
| MCOM 1319 (MC 212) Digital Photography   |   |       |            |
| MCOM 2172 Eternal Flame Practicum  |   | 1,1,1 |            |
| MCOM 2327 (MC 250) Advertising Principles (if not taken for MCOM Core)                                     |   |       |            |
| MCOM 2375, 2375L (MC 275) Multi-platform Publishing  |   |       |            |
| MCOM 3094 (MC 398) Individual Problems   |   |       |            |
| MCOM 3307* (MC 307) Public Relations Campaigns OR MCOM 3308* (MC 250) Advertising Campaigns                |   |       |            |
| MCOM 3310 Movies as Mass Medium  |   |       |            |
| MCOM 3313 (MC 313) Public Relations Copywriting OR MARKETING ELECTIVE AS ADVISED                           |   | 12    |            |
| MCOM 3314 (MC 314) Public Relations & Advertising Research (if not taken for MCOM Core)                    |   |       |            |
| MCOM 3331 (MC 331) Media History   |   |       |            |
| MCOM 3335* (MC 335) TV Reporting/Anchoring (if not taken for MCOM Core)                                    |   |       |            |
| MCOM 3350 (MC 350) Public Relations and Publicity  |   |       |            |
| MCOM 3375 (MC 375) Mass Media Sales  |   |       |            |
| MCOM (or COMM) 4300 (NEW) Communication Study Abroad   |   |       |            |
| MCOM 4390* (MC 499) Senior Project   |   |       |            |
| <b>BACHELOR OF SCIENCE REQUIREMENTS: 6 HOURS OPTION</b>  |   |       |            |
| Six hours chosen from biology, chemistry, geology, geosciences, mathematics, physics and natural sciences. | 6 |       |            |
| <b>ELECTIVES: 27-29 HOURS BY ADVISEMENT—SEE NOTE I</b>   |   |       |            |
| ELECTIVES (NON-MCOM)   |   | 27-29 |            |
| <b>MINIMUM HOURS REQUIRED TO COMPLETE DEGREE</b>   |   |       | <b>120</b> |

♦ A minimum of 42 hours from the core curriculum is required. Some majors specify particular courses to meet core-curriculum requirements when options are available. Ideally, these courses should be taken during the first two years of enrollment.  
 \* Indicates prerequisites—see catalog for more information.  
 \*\* While MATH 1332 will fulfill core math requirements, it will NOT prepare students for math beyond MATH 1332 such as Plane Trigonometry (MATH 1316), Pre-Calculus (MATH 2412), etc.  
 \*\*\* MCOM 1307 is recommended. It is a prerequisite for MCOM 3305 and 3335.  
 \*\*\*\* Or an equivalent course (second year, second semester) in French or German.

NOTE I: 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. A maximum of 60 semester hours in mass communication (MCOM), six hours in religion (RELI) and six hours in physical education (PHED) can be counted toward a degree. **Mass Communication majors may not count more than 46 hours of MCOM courses (including MCOM 1307) toward the degree;** therefore, all elective hours should be in non-MCOM subjects.  
 NOTE II: All MCOM majors will compile and submit an e-portfolio that demonstrates required competencies. See catalog for details.

**Note: This is NOT a degree plan. After completing 30 hours, students are encouraged to request an official degree plan in the office of the dean of the Sybil B. Harrington College of Fine Arts and Humanities, located in Mary Moody Northen Hall, Room 161 (or call 806-651-2777). Students who have completed 45 hours will not be allowed to progress without requesting a degree plan.**