

**West Texas A&M University**  
**Advising Services Degree Checklist 2019-2020**

**AC** This symbol indicates courses that apply towards degree programs at WT. All core classes are offered at AC. Please refer to the list regarding major specific courses. Course prefixes and numbers may vary at each institution. Please contact an adviser to ensure the course will apply towards chosen core area.

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

**Communication Studies—Strategic Communication**  
**Emphasis (online degree option)**  
**Department of Communication**  
**FAC 103 651-2798**

<b>CORE CURRICULUM COURSES: 42 HOURS ♦</b>		<b>HRS</b>	<b>AC</b>
<b>Communication (Core 10)</b>			
ENGL 1301 Introduction to Academic Writing and Argumentation		3	
See University Core Requirements below		(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, 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 1303, ARTS 1304; DANC 2303; MUSI 1306, MUSI 1307, MUSI 1310; or THRE 1310 <b>Choose 1</b>		3	
<b>American History (Core 60)</b>			
HIST 1301, 1302, 2301, 2381 <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>			
See University Core Requirements below		(3)	
<b>Component Area Option (Core 90)</b>			
<b>Take six hours from: ♦</b> AGRI 2300; BIOL lab hours (from Core 30); BUSI 1304; CHEM lab hours (from Core 30); CIDM 1105, CIDM 1301 or 1315; CS 1301; ENGL 1101, 1302*, 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>COMMUNICATION STUDIES—STRATEGIC COMMUNICATION EMPHASIS MAJOR REQUIREMENTS: 46 HOURS***</b> <b>A grade of "C" or better must be earned in all courses required for major.</b>			
<b>UNIVERSITY CORE REQUIREMENTS: 9 HOURS</b>			
<b>CORE 10</b> COMM 1315 or 1321		3	<b>AC</b>
<b>CORE 40</b> MCOM 1307 Introduction to Media Communication		3	<b>AC</b>
<b>CORE 80</b> COMM 2377 Intercultural Communication		3	
<b>STRATEGIC COMMUNICATION REQUIREMENTS: 37 HOURS</b>			
COMM 1318 Interpersonal Communication <small>If 1318 is taken to fulfill University core requirements, then 1315 or 1321 must be taken to satisfy the 18-hour COMM core requirement.</small>		3	<b>AC</b>
COMM/MCOM 2376 Communication Theory/Media Theory		3	
COMM 3331 Organizational Communication		3	
COMM 3341 Persuasion		3	
COMM 4305* Research Practicum		3	

**Bachelor of Arts Degree**  
**BA.COMM.STRAT (1209)**

MCOM 2327 Advertising Principles	<b>AC</b>	3	
MCOM 3305* New Media		3	
MCOM 3350 Public Relations and Publicity	<b>AC</b>	3	
MCOM 3327 Media Law		3	
MCOM 4302* Media Ethics		3	
COMM 3392* Special Topics (devoted to strategic and crisis communication)		3	
MCOM 4191* Portfolio and Professional Development		1	
COMM/MCOM 4398* Communication or Media Internship		3	
<b>BACHELOR OF ARTS REQUIREMENTS: 12 HOURS</b>			
Six hours of foreign language.		(6-8)	
Six hours chosen from art, English, history, modern languages, music, philosophy and theatre.		6	
<b>ELECTIVES: 29 HOURS BY ADVISEMENT—SEE NOTE</b>			
<b>ELECTIVES ♦</b> Recommended electives: MKT 3340, MGT 3330, COMM 3094, MCOM 3379, MCOM 4309, MCOM 4390. <b>Five or more hours</b> for B.A. requirements and/or electives must be 3000- or 4000-level to total 39 advanced hours at WTAMU.		29	
<b>MINIMUM HOURS REQUIRED TO COMPLETE DEGREE</b>		<b>120</b>	

♦ NOTE: 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).

\*\*\* All communication studies majors will compile and submit an e-portfolio that demonstrates required competencies. See catalog for details.

NOTE: 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 communication studies (COMM), 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 required 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 30 hours will not be allowed to progress without requesting a degree plan.**

**WTAMU ADVISING SERVICES**  
**2019-2020 Curriculum Guide**

Major: COMM Studies--Strategic Communication, BA

Major Code: 1209

First Year			
Fall		Spring	
CORE 10--ENGL	3	CORE 90	3
		ENGL 1302 or 2311	
CORE 10--COMM	3	CORE 60--HIST	3
COMM 1318		1301, 1302, 2301, 2381	
CORE 20--MATH	3	CORE 30 Lab Science	4
		See checklist for options	
CORE 80	3	CORE 90	3
COMM 2377		Elective	3
CORE 40	3	Course ID	CR
MCOM 1307			
Semester Hours	15	Semester Hours	16

Second Year			
Fall		Spring	
MCOM 2376	3	MCOM 3305	3
STRAT Comm Emphasis		STRAT Comm Emphasis	
CORE 30--Lab Science	4	COMM 3341	3
		STRAT Comm Emphasis	
CORE 70--POSC	3	BA Foreign Language	4
2305 or 2306		or from transfer credit	
		CORE 60--HIST	3
		1301, 1302, 2301, 2381	
MCOM 2327--Strat Comm	3	Elective	3
STRAT Comm Emphasis		Course ID	CR
CORE 50	3		
See checklist for options			
Semester Hours	16	Semester Hours	16

Third Year			
Fall		Spring	
COMM 3331	3	Elective	3
STRAT Comm emphasis		Suggest MCOM 4309	
MCOM 4302	3	Elective	3
STRAT Comm emphasis		Suggest MKT3340	
MCOM 3350	3	MCOM 3327	3
STRAT Comm emphasis		STRAT Comm emphasis	
CORE 70--POSC	3	COMM 3392	3
2305 Or 2306		STRAT Comm emphasis	
BA Foreign language	4	Course ID	CR
or from transfer credit			
Semester Hours	16	Semester Hours	12

Fourth Year			
Fall		Spring	
COMM Research	3	MCOM/COMM 4398	3
COMM 4305 or MCOM 3314		STRAT Comm Emphasis	
Elective	3	MCOM 4191	1
Suggest MGT 3330		STRAT Comm Emphasis	
BA Requirement	3	BA Requirement	3
Elective	3	Elective	3
		Suggest MCOM 4390	
Elective	4	Elective	3
Suggest MCOM 3379			
Semester Hours	16	Semester Hours	13

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

**Identified Marketable Skills:** ♦ Oral presentation skills for formal presentations ♦ Interpersonal communication skills that include competency in active listening, conversational management and conflict resolution ♦ Written communication skills that demonstrate clear organization, correct grammar usage, and documentation of sources of information ♦ Research skills that include an understanding of both qualitative and quantitative research and practical experience in collecting data ♦ Group communication skills that include problem solving, networking, goal-setting, group interaction and group participation ♦ Cultural communication skills that facilitate understanding and communication with people from a variety of cultural backgrounds

**Top 3 Local Employers or Industries/Professional Programs/Possible Career Opportunities:** ♦ Human resources manager ♦ Youth Minister ♦ Communication Consultant ♦ College Admissions counselor ♦ Sales representative ♦ Motivational speaker; Public Relations representative; Non-Profit Manager, Social Media Manager

**Prerequisites/Important Sequences/Other Degree Notes:** MCOM 4191 is the Capstone course and should be taken during the final semester. Work closely with COMM Advisor to schedule STRAT COMM courses each semester.