

**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: _____

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

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*, or 2413* (2412 & 2413: extra hr. moves to Code 90)	3	
Life and Physical Sciences (Code 30)		
Take two courses from (extra lab hours move to Code 90): ♦ 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	
Language, Philosophy and Culture (Code 40)		
See University Core Requirements below	(3)	
Creative Arts (Code 50)		
ARTS 1303, ARTS 1304; DANC 2303; MUSI 1306, MUSI 1307, MUSI 1310; or THRE 1310 Choose 1	3	
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)		
See University Core Requirements below	(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 MATH hours (from Code 20); PHIL 2303; PHYS lab hours (from Code 30)	6	
COMMUNICATION STUDIES—STRATEGIC COMMUNICATION EMPHASIS MAJOR REQUIREMENTS: 43 HOURS*** A grade of "C" or better must be earned in all courses required for major.		
UNIVERSITY CORE REQUIREMENTS: 6 HOURS		
CORE 40 MCOM 1307 Introduction to Media Communication	3	
CORE 80 COMM 2377 Intercultural Communication	3	
STRATEGIC COMMUNICATION REQUIREMENTS: 37 HOURS		
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	
COMM/MCOM 2376 Communication Theory/Media Theory	3	
COMM 3331 Organizational Communication	3	
COMM 3341 Persuasion	3	
COMM 4305* Research Practicum	3	
MCOM 2327 Principles of Advertising	3	
MCOM 3305* New Media	3	

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

MCOM 3350 Public Relations and Publicity	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	
BACHELOR OF ARTS REQUIREMENTS: 12 HOURS OPTION		
Six hours of foreign language.	(6-8)	
Six hours chosen from art, English, history, modern languages, music, philosophy and theatre.	6	
ELECTIVES: 29 HOURS BY ADVISEMENT—SEE NOTE		
ELECTIVES ♦ Recommended electives: MKT 3340, MGT 3330, COMM 3094, MCOM 3379, MCOM 4309, MCOM 4390. Five or more hours for B.A. requirements and/or electives must be 3000- or 4000-level to total 39 advanced hours at WTAMU.	29	
MINIMUM HOURS REQUIRED TO COMPLETE DEGREE	120	

♦ 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 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.



First Year					
Fall		Spring			
H o u r s 15	CORE 10-ENGL 1301	3	H o u r s 15	MCOM 1307	3
	CORE 10--COMM 1318	3		CORE 40	3
	CORE 20 MATH	3		See checklist for options	
	See* in Notes			CORE 60-HIST	3
	CORE 80	3		1301, 1302, 2301, or 2381	
	COMM 2377			CORE 30 LAB SCIENCE	3
	CORE 90	3		See * in notes	
See * in notes		CORE 90	3		

Second Year					
Fall		Spring			
H o u r s 18	MCOM 2376	3	H o u r s 16	MCOM 3305	3
	CORE 30-LAB SCIENCE	3		COMM 3341	3
	CORE 70 POSC	3		BA FOREIGN LANG	4
	2305 or 2306			Or from transfer credit	
	ELECTIVE	3		CORE 60 HIST	3
	CORE 50	3		1301, 1302, 2301, or 2381	
	See checklist for options			ELECTIVE	3
MCOM 2327	3				

Third Year					
Fall		Spring			
H o u r s 15	COMM 3331	3	H o u r s 12	ELECTIVE	3
	MCOM 4302	3		Suggest MCOM 4309	
	MCOM 3350	3		ELECTIVE	3
	CORE 70 POSC	3		Suggest MKT 3340	
	2305 or 2306			MCOM 3327	3
	BA FOREIGN LANG	3		COMM 3392	3
or from transfer credit		Strategic COMM			

Fourth Year					
Fall		Spring			
H o u r s 15	COMM RESEARCH	3	H o u r s 14	MCOM /COMM 4398	3
	COMM 4305 or MCOM 3314			MCOM 4191	1
	ELECTIVE	3		BA REQUIREMENT	3
	Suggest MGT 3330			ELECTIVE	3
	ELECTIVE	3		Suggest MCOM 4390	
	Suggest COMM 3094			ELECTIVE	3
	BA REQUIREMENT	3		ELECTIVE	1
ELECTIVE	3				
Suggest MCOM 3379					

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.

Note: Strategic Communication majors should seek online options for all Core subjects. B.A. language requirements can be transferred in or through CLEP testing.