

Bachelor of Arts in Mass Communication
ADVERTISING & PUBLIC RELATIONS EMPHASIS CURRICULUM GUIDE – 2012

FRESHMAN SEMESTER – 1			FRESHMAN SEMESTER – 2		
Course Number	Course Name	Credits	Course Number	Course Name	Credits
ENGL 1301	Academic Writing and Argumentation	3 hours	ENGL 1302 (PR) or 2311 (PR)	Research and Rhetoric or Professional and Technical writing	3 hours
CORE 90	Institutionally Designated Option	3 hours	CORE 30	Natural Science Core	3-4hrs
CORE 20	Mathematics Core	3 hours	MCOM 2376	Mass Communication Theory	3 hours
MCOM 2315	Writing for Media	3 hours	CORE 60	Refer to Degree Checklist	3 hours
MCOM 1307	Intro. to Mass Communication	3 hours	COMM 1315	Basic Public Speaking	3 hour
	Total Semester Hours	15		Total Semester Hours	15 -16

SOPHOMORE SEMESTER – 1			SOPHOMORE SEMESTER – 2		
Course Number	Course Name	Credits	Course Number	Course Name	Credits
POSC 2305 or 2370	American National Government	3 hours	POSC 2306	State & Local Govt. or Const. Govt.	3 hours
CORE 30	Natural Science Core	3 -4 hrs	ADV/PR ELECTIVE	See list below ♦	3 hours
CORE 50	Visual & Performing Arts Core	3 hours	COMM 2377	Intercultural Communication	3 hrs
MCOM 2327, 3379 or 3331	Advertising Principles, Media Mgt. or Media History	3 hours	ELECTIVE	Non Mass Communication Course	3 hours
MCOM 2310	Media Design	3 hour	ADV/PR ELECTIVE	See list below ♦	3 hours
	Total Semester Hours	15-16		Total Semester Hours	15

JUNIOR SEMESTER – 1			JUNIOR SEMESTER – 2		
Course Number	Course Name	Credits	Course Number	Course Name	Credits
Foreign Language	Refer to Degree Checklist	3 -4 hrs	Foreign Language	Refer to Degree Checklist	3-4 hrs
MCOM 3302 or 3314 or COMM 3315 (S)	Journalism Research or PR and AD Research or Research Methods (S)	3 hours	ADV/PR ELECTIVE	See list below ♦	3 hours
MCOM 3312 (S)(N) or MCOM 3335 (PR)	Advertising Techniques or TV News Reporting	3 hours	CORE 60	Refer to Degree Checklist	3 hours
ELECTIVE	Non Mass Communication Course	3 hours	ELECTIVE	Non Mass Communication Course	3 hours
MCOM 3305 (PR)	New Media	3 hours	ELECTIVE	Non Mass Communication Course	3 hours
	Total Semester Hours	15-16		Total Semester Hours	15-16

SENIOR SEMESTER – 1			SENIOR SEMESTER – 2		
Course Number	Course Name	Credits	Course Number	Course Name	Credits
MCOM 4302	Mass Communication Ethics	3 hours	ELECTIVE	Non Mass Communication Course	3 hours
ADV/PR ELECTIVE	See list below ♦	3 hours	BA Requirement	Refer to Degree Checklist	3 hours
ELECTIVE	Non Mass Communication Course	3 hours	MCOM 4398	Media Internship	3 hours
ELECTIVE♦♦	Non Mass Communication Course	1-3 hrs	MCOM 3327	Media Law	3 hours
BA Requirement	Refer to Degree Checklist	3 hours	MCOM 4191	Portfolio & Professional Dev.	1 hour
			ELECTIVE♦♦	Non Mass Communication Course	0-2 hrs
	Total Semester Hours	13-15♦♦		Total Semester Hours	13-15♦♦
F=Fall only		PR=Prerequisite		N=See note	
				S=Spring only	

Notes:

- All Mass Communication Majors must take MCOM 1307 for **CORE 40**, MCOM 2315 and Choose one research course from research course options.
 - **MCOM 3305** pre-requisite is **MCOM 1307**.
 - **MCOM 3312**: spring only; students selecting this option can take a Core 60 course in the fall of their junior year and then take 3312 in the spring.
 - **MCOM 3335** pre-requisites are **MCOM 1307 & MCOM 2315**.
 - **MCOM 4191** pre-requisite is **senior level standing**. This course should be taken during a student's final semester at WT.
 - **MCOM 4302** pre-requisites are **MCOM 2315 & junior level standing**.
 - **MCOM 4310** Media Design is now **MCOM 2310**.
 - Communication Department section of **IDS 1071** highly recommended for all Mass Communication majors.
 - **MCOM majors** are limited to completing 43 semester credit hours in MCOM (28-hour core and 15 hours of internship and emphasis courses) because of accreditation standards that encourage the completion of up to 80 semester credit hours in non-mass communication courses.
- ♦ **ADV/PUB RELATIONS ELECTIVES— 12 hours not taken for MCOM Core from:** MCOM 1319, 2172, 2327, 2375, 3094, 3307 (F; PR: 2310) or 3308 (S; PR: 2327), 3310 (F of even yrs.), 3314 (F), 3331 (S), 3335 (S; PR: 1307 & 2315), 3350, 3375 (S), 3313 (S) or MKT elective as advised, MCOM 4390 (PR: senior standing).
- NON-MCOM ELECTIVE OPTIONS** for mass comm. majors include, but are not limited to: COMM 3341 Persuasion (F/S); COMM 3320 Nonverbal Communication (F); COMM 3345 Small Group Discussion (S); COMM 3360 Gender Com(F/S); COMM 4310 Training and Dev. (S); COMM 4330 Storytelling (F/S).
- ♦♦ **ELECTIVE(S)**: Hours needed will vary according to hours completed for Core 30 and foreign language. Minimal total for degree is 120 hours.