

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:** _____

Public Relations, Advertising, and Applied Communication

Department of Communication
FAC 103 651-2798

| CORE CURRICULUM COURSES: 42 HOURS ♦ | | HRS | AC |
|---|----------|-----|----|
| Communication (Core 10) | | | |
| ENGL 1301 Introduction to Academic Writing and Argumentation | | 3 | |
| COMM 1315, 1318, or 1321 | | 3 | |
| Mathematics (Core 20) | | | |
| MATH 1314*, 1316*, 1324*, 1325*, 1332*/**, 1342*/**, 1350*/**, 2412*, or 2413* (2412 & 2413: fourth hr. moves to Core 90) | | 3 | |
| Life and Physical Sciences (Core 30) | | | |
| Take two courses from (extra lab hours move to Core 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 (Core 40) | | | |
| See University Core Requirements below | | | |
| | | (3) | |
| Creative Arts (Core 50) | | | |
| ARTS 1303, ARTS 1304; DANC 2303; MUSI 1306, MUSI 1307, MUSI 1310; or THRE 1310 | Choose 1 | 3 | |
| American History (Core 60) | | | |
| HIST 1301, 1302, 2301, 2381 | Choose 2 | 6 | |
| Government/Political Science (Core 70) | | | |
| POSC 2305 and 2306 | | 6 | |
| Social and Behavioral Sciences (Core 80) | | | |
| AGBE 2317*; COMM 2377; CRIJ 1301; ECON 2301, 2302; PSYC 2301; SOCI 1301 | Choose 1 | 3 | |
| Component Area Option (Core 90) | | | |
| Take six hours from: ♦ 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 | |
| PUBLIC RELATIONS, ADVERTISING, AND APPLIED COMMUNICATION MAJOR REQUIREMENTS: 43 HOURS**** A grade of "C" or better must be earned in all courses required for major. | | | |
| UNIVERSITY CORE REQUIREMENTS: 3 HOURS | | | |
| CORE 40 | | | |
| MCOM 1307 Introduction to Media Communication | AC | 3 | |
| MEDIA COMMUNICATION CORE: 25 HOURS | | | |
| MCOM 2310 Media Design | | 3 | |
| MCOM 2311 Media Writing | AC | 3 | |
| MCOM 2376 Media Theory | | 3 | |
| MCOM 3305* New Media | | 3 | |
| MCOM 3314* Public Relations & Advertising Research OR COMM 3315* Research Methods | | 3 | |
| MCOM 3327 Media Law | | 3 | |
| MCOM 3379 Media Management | | 3 | |
| MCOM 2327 Advertising Principles | AC | 3 | |
| MCOM 3331 Media History | Choose 1 | 3 | |
| MCOM 4191* Portfolio & Professional Development | | 1 | |
| MCOM 4302* Media Ethics | | 3 | |

Bachelor of Science Degree
BS.PR.ADV.APCOM (236)

| PUBLIC RELATIONS, ADVERTISING, AND APPLIED COMMUNICATION REQUIREMENTS: 15 HOURS | | HRS | AC |
|--|----|------------|----|
| MCOM 4398 Media Internship | | 3 | |
| Take 12 hours from: | | | |
| MCOM 1318 Digital Photography | AC | | |
| MCOM 1336 Basic Video Production | AC | | |
| MCOM 2171 KWTS Practicum (can be repeated) | AC | 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 | |
| (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) | AC | | |
| MCOM 3094 Individual Problems | | | |
| MCOM 3307* Public Relations Campaigns OR MCOM 3308* Advertising Campaigns | | 12 | |
| COMM/MCOM Introduction to Buffalo Advertising | | | |
| MCOM 3310* Advanced Design | | | |
| MCOM 3312 Advertising Techniques | | | |
| MCOM 3313 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 | AC | | |
| MCOM 3350 Public Relations and Publicity | AC | | |
| MCOM 3375 Mass Media Sales | | | |
| MCOM (or COMM) 4300 Communication Study Abroad | | | |
| COMM 4302 Event Planning | | | |
| MCOM 4390* Senior Project | | | |
| BACHELOR OF SCIENCE REQUIREMENTS: 6 HOURS AC | | | |
| Six hours chosen from biology, chemistry, geology, geosciences, mathematics, physics and natural sciences. | | 6 | |
| ELECTIVES: 29 HOURS BY ADVISEMENT—SEE NOTES I & II | | | |
| ELECTIVES (NON-MCOM) ♦ | | 29 | |
| MINIMUM HOURS REQUIRED TO COMPLETE DEGREE | | 120 | |

♦ 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. * 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).

*** 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 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 Northern 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: Public Relations, Advertising, App COMM, BA

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| First Year | |
|------------------------------|-----------------------------|
| Fall | Spring |
| CORE 10--ENGL 1301 3 | MCOM 2310 3 |
| | MCOM Core |
| CORE 10--COMM 3 | MCOM 2311 3 |
| 1315, 1318, 1321 | MCOM Core |
| CORE 40 3 | CORE 60--HIST 3 |
| MCOM 1307 | 1301, 1302, 2301, 2381 |
| MCOM 20--MATH 3 | CORE 30--Lab Science 3 |
| | |
| MCOM Practicum 1 | MCOM Practicum 1 |
| 2171, 2172, 2173, 2174, 2175 | 2171,2172, 2173, 2174, 2175 |
| CORE 80 3 | CORE 90 3 |
| COMM 2377 | COMM 1302 or 2311 |
| Semester Hours 16 | Semester Hours 16 |

| Second Year | |
|------------------------------|------------------------|
| Fall | Spring |
| Core 50 3 | MCOM 3313 3 |
| See checklist for options | PR/Adv/APCOM Req |
| MCOM 2327 3 | MCOM 2376 3 |
| MCOM Core | MCOM Core |
| Core 90 1 | core 30--Lab Science 4 |
| ENGL 1101 | |
| MCOM 1318 3 | CORE 70--POSC 3 |
| PR/ADV/APCOM Req. | 2305 or 2306 |
| MCM Practcum 1 | NON MCOM Elective 3 |
| 2171, 2172, 2173, 2174, 2175 | COMM 3370 recommended |
| Core 70-POSC 3 | Course ID CR |
| 230 or 2306 | |
| Semester Hours 14 | Semester Hours 16 |

| Third Year | |
|---------------------------|-----------------------|
| Fall | Spring |
| MCOM 3305 3 | MCOM 3327 3 |
| MCOM Core | MCOM Core |
| MCOM 3350 3 | BS Requirement 3 |
| PR/ADV/APCOM Req. | |
| NON MCOM Elective 3 | NON MCOM Elective 3 |
| | COMM 3345 recommended |
| BS Requirement 3 | Non-MCOM Elective 3 |
| | |
| CORE 60--HIST 3 | COMM 3304 3 |
| 1301, 1302, 2301, or 2381 | COMM Elective |
| Semester Hours 15 | Semester Hours 15 |

| Fourth Year | |
|-----------------------|---------------------|
| Fall | Spring |
| MCOM 3314 3 | MCOM 4191 1 |
| MCOM Core | MCOM Core |
| MCOM 4398 3 | MCOM 4302 3 |
| PR/ADV/APCOM Req. | MCOM Core |
| Non-MCOM Elective 3 | MCOM 3375 or 3310 3 |
| COMM 3341 recommended | PR/ADV/APCOM Req |
| Non-MCOM Elective 3 | Non-MCOM Elective 3 |
| COMM 4330 recommended | |
| Non-MCOM Elective 3 | Non-MCOM Elective 3 |
| | |
| Semester Hours 15 | 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: ♦ Multimedia Productions skills, producing well written pieces on a variety of platforms; Media Design skills using Adobe Creative Suite; Media Management Skills for both social and traditional media; Effective writing skills for copy used in print, broadcast and web outlets; Research skills in conducting both primary and secondary research; Leadership skills in completing group projects for a variety of clients.

Top 3 Local Employers or Industries/Professional Programs/Possible Career Opportunities: Career opportunities include social media management, writing and reporting for media outlets, media production for non-profits; copywriting and media design, advertising agency executive, public relations representative for non-profits, media sales.

Prerequisites/Important Sequences/Other Degree Notes: PR and Advertising majors are encourage to enroll in MCOM 2175 and gain work experience in the student-led 1910 PR Agency. MCOM 4191 should be taken the final semester of the senior year. All PR and Advertising majors will complete an internship. Students are encouraged to join the Media Communication Asociation which meets each Thursday at noon.