

**WTAMU ADVISING SERVICES – 2024-2025 Curriculum Guide**

**Major: Communication Studies – Advocacy & Public Culture Emphasis, B.S.**

**Major Code: 1201**

| <b>Year 1: Fall</b>  |           | <b>Year 1: Spring</b>  |           |
|--|-----------|--|-----------|
| CORE 10 (Communication) – COMM 1315 or 1321                                | 3         | Communication Studies Core – COMM 1318 Interpersonal Comm.   | 3         |
| CORE 40 (Language, Phil. & Culture) – MCOM 1307 (recommended) <sup>1</sup> | 3         | CORE 80 (Social & Behav. Sci) – COMM 2377 Intercultural Comm.  | 3         |
| CORE 10 (Communication) – ENGL 1301 or 1311                                | 3         | CORE 30 (Life & Phys. Sci.) – See checklist for options  | 3         |
| CORE 20 (Mathematics) – See checklist for options                          | 3         | CORE 60 (American History) – See checklist for options   | 3         |
| CORE 60 (American History) – See checklist for options                     | 3         | CORE 90 (Component Area Option) – ENGL 1302, 1312 or 2311 (recommended) <sup>1</sup>                                       | 3         |
| <b>Total:</b>  | <b>15</b> | <b>Total:</b>  | <b>15</b> |
| <b>Year 2: Fall</b>  |           | <b>Year 2: Spring</b>  |           |
| Communication Studies Core – COMM 2376 Communication Theory                | 3         | Communication Studies Core – COMM 3341 Persuasion  | 3         |
| APC Emphasis – MCOM 2310 Media Design                                      | 3         | APC Emphasis – Take 3 hours from COMM 2178, 3370, 4278, COMM/MCOM 4300, MCOM 4302  | 3         |
| CORE 50 (Creative Arts) – See checklist for options                        | 3         | CORE 70 (Govt./Political Sci.) – POSC 2305 or 2306   | 3         |
| CORE 70 (Govt./Political Sci.) – POSC 2305 or 2306                         | 3         | B.S. Requirement – See checklist for options   | 3         |
| B.S. Requirement – See checklist for options                               | 3         | CORE 90 (Component Area Option) – See checklist for options - ENGL 1101 suggested if two 4-hour Core 30 courses are taken. | 3         |
| <b>Total:</b>  | <b>15</b> | <b>Total:</b>  | <b>15</b> |
| <b>Year 3: Fall</b>  |           | <b>Year 3: Spring</b>  |           |
| APC Emphasis – MCOM 3305 New Media   | 3         | Communication Studies Core – COMM 3315 Research Methods  | 3         |
| APC Emphasis – COMM 3360 Health Communication                              | 3         | APC Emphasis – COMM 3333 Crisis Communication  | 3         |
| APC Emphasis - COMM 2335 Argumentation                                     | 3         | APC Emphasis – COMM 4360 Communication & Global Culture  | 3         |
| CORE 30 (Life & Phys. Sci.) – See checklist for options                    | 3         | Elective   | 3         |
| Elective   | 3         | Elective   | 3         |
| <b>Total:</b>  | <b>15</b> | <b>Total:</b>  | <b>15</b> |
| <b>Year 4: Fall</b>  |           | <b>Year 4: Spring</b>  |           |
| APC Emphasis – COMM 3301 Advanced Public Speaking                          | 3         | Communication Studies Core – COMM 4398 Communication Internship  | 3         |
| Communication Studies Core – COMM 3342 Rhetorical Theory & Criticism       | 3         | APC Emphasis – COMM 4342 Rhetoric and Popular Culture  | 3         |
| Elective   | 3         | Elective   | 3         |
| Elective   | 3         | Elective   | 3         |
| Elective   | 3         | Elective   | 3         |
| <b>Total:</b>  | <b>15</b> | <b>Total:</b>  | <b>15</b> |

<sup>1</sup> **CORE:** Communication Studies majors are required to take COMM 2377 for Core 80. For all other categories, they may select from any available options (see degree checklist). MCOM 1307 is recommended for Core 40. Apart from the major-specific core requirement, there is no set order in which core courses must be taken.

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| <b>Identified Marketable Skills</b><br>Oral presentation - Effective writing – Research – Leadership - Cultural competency - Advocacy | <b>Top Three Local Employers or Industries/Professional Programs/Possible Career Opportunities</b><br>Nonprofit and corporate health communication – Ministry - Public Affairs |
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**Additional notes:**

- 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.
- At least 36 hours of advanced work (3000- or 4000-level courses) for which tuition is paid must be earned at WTAMU. A maximum of six semester hours in religion (RELI) and six semester hours in physical education (PHED) courses can count toward a baccalaureate degree.
- All Communication Studies majors will compile and submit an 3-portfolio that demonstrates required competencies. Students are encouraged to join professional student organizations within the department. The required internship class should be taken during the final semester. Recommended electives: MCOM 4321 1910 PR, MCOM 3304 Buffalo Advertising, MCOM 3307 Public Relations Campaigns, MCOM 3350 Public Relations & Publicity.
- All students in the Department of Communication should enroll in the majors-only sections of COMM 1315 and MCOM 1307 if possible.

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.

