

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

**Major: Communication Studies – Strategic Comm., B.A. Major Code: 1209**

<b>Year 1: Fall</b>		<b>Year 1: Spring</b>	
CORE 10 (Communication) – ENGL 1301 or 1311	3	CORE 30 (Life & Phys. Sci.) – See checklist for options	3
CORE 10 (Communication) – COMM 1315 or 1321	3	CORE 60 (American History) – See checklist for options	3
CORE 20 (Mathematics) – See checklist for options	3	CORE 80 (Social & Behav. Sci) – COMM 2377	3
CORE 40 (Lang., Phil. & Culture) – MCOM 1307	3	CORE 90 (Component Area Option) – See checklist for options - ENGL 1302, 1312, or 2311 is recommended.	3
CORE 60 (American History) – See checklist for options	3	COMM 1318 Interpersonal Communication	3
<b>Total:</b>	<b>15</b>	<b>Total:</b>	<b>15</b>
<b>Year 2: Fall</b>		<b>Year 2: Spring</b>	
CORE 50 (Creative Arts) – See checklist for options	3	CORE 30 (Life & Phys. Sci.) – 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
CORE 90 (Component Area Option) – See checklist for options - ENGL 1101 is recommended if two 4-hour Core 30 courses are taken.	3	MCOM 3305 New Media	3
COMM 2376 Comm. Theory <b>or</b> MCOM 2376 Media Theory	3	MCOM 3350 Public Relations & Policy	3
MCOM 2327 Advertising Principles	3	Elective	3
<b>Total:</b>	<b>15</b>	<b>Total:</b>	<b>15</b>
<b>Year 3: Fall</b>		<b>Year 3: Spring</b>	
COMM 3331 Organizational Communication & Leadership	3	COMM 3332 Strategic Communication <b>or</b> COMM 3333 Crisis Communication	3
B.A. Requirement – See checklist for options	3	B.A. Requirement – See checklist for options	3
COMM 3341 Persuasion	3	COMM 4360 Communication & Global Culture <b>or</b> COMM 3360 Health Communication	3
B.A. Requirement – See checklist for options	3	B.A. Requirement – See checklist for options	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>	
MCOM 3314 Public Relations & Advertising Research	3	COMM 4398 Communication Internship <b>or</b> MCOM 4398 Media Internship	3
MCOM 4302 Media Law & Ethics	3	Elective	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 – Strategic Comm. majors are required to take MCOM 1307 for Core 40 and 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.

<b>Identified Marketable Skills</b> Oral presentation – Effective writing – Research – Strategic planning – Leadership – Media literacy/usage	<b>Top Three Local Employers or Industries/Professional Programs/Possible Career Opportunities</b> Corporate and nonprofit communication – Social media management – advertising and promotions
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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 (REL) 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 3379, MCOM 3309, MCOM 4321, MKT 3340, MGT 3330, and practicum courses (KWTS, Eternal Flame, Prairie, Sports Broadcasting).
- 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.