Major: Public Relations, Advertising, and Applied Communication – PR Concentration, B.S.

Major Code: 1214

Year 1: Fall	
CORE 40 (Language, Phil. & Culture) – MCOM 1307	3
CORE 10 (Communication) – COMM 1315, 1318 or 1321	3
CORE 10 (Communication) – ENGL 1301 or 1311	3
CORE 20 (Mathematics) – See checklist for options	3
CORE 80 (Social & Behav. Sci) - COMM 2377 Intercultural Comm.	3
Total:	15

Year 1: Spring	
MCOM Core - MCOM 1336 Basic Video Production	3
MCOM Core - MCOM 2311 Media Writing	3
CORE 30 (Life & Phys. Sci.) – See checklist for options	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
Total:	15

Year 2: Fall	
MCOM Core - MCOM 2310 Media Design	3
MCOM 2327 Advertising Principles	3
CORE 70 (Govt./Political Sci.) – POSC 2305 or 2306	3
CORE 50 (Creative Arts) – See checklist for options	3
CORE 90 (Component Area Option) – See checklist for options - ENGL 1101 or 1102 is recommended if two 4-hour Core 30 courses are taken.	1-3
Elective	3
Total:	16-18

Year 2: Spring	
MCOM Core - MCOM 2376 Media Theory	3
MCOM 3312 Ad/PR Writing	3
CORE 70 (Govt./Political Sci.) – POSC 2305 or 2306	3
CORE 30 (Life & Phys. Sci.) – See checklist for options	3
B.S. Requirement – See checklist for options	3
Total:	15

Year 3: Fall	
MCOM Core - MCOM 4302 Media Law & Ethics	3
MCOM Core - MCOM 3305 New Media	3
B.S. Requirement – See checklist for options	3
MCOM 3307 Public Relations Campaigns	3
CORE 60 (American History) – See checklist for options	3
Total:	15

Year 3: Spring	
MCOM 3350 Public Relations and Publicity	3
MCOM Core - MCOM 3314 Public Relations & Advertising Research **or** COMM 3315 Research Methods	3
MCOM 4321 1910 PR	3
Elective	3
Elective	3
Total:	15

Year 4: Fall	
PR/Adv./App. Comm Required Elective – See checklist for options	3
MCOM Core - MCOM 3379 Media Management	3
Elective	3
Elective	3
Elective	3
Total:	15

Year 4: Spring	
MCOM Core - MCOM 4398 Media Internship	3
PR/Adv./App. Comm Required Elective – See checklist for options	3
Elective	3
Elective	3
Elective (if needed to total 120 hours overall)	3
Total:	15

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

Identified Marketable Skills	Top Three Local Employers or Industries/Professional Programs/Possible Career Opportunities
Effective writing – Multimedia production – Verbal & visual presentation – Leadership – Research – Creativity	Advertising and integrated marketing agencies – Digital and social media management – Corporate and nonprofit communication

Additional notes:
- All Public Relations, Advertising & Applied Communication majors will compile and submit an e-portfolio that demonstrates required competencies.
- They are encouraged to join one of the professional student organizations within the Department of Communication.
- The required internship class should be taken during the final semester.
- Recommended electives include: COMM 3333 Crisis Communication, COMM 3341 Persuasion, and MKT 3340 Principles of Marketing.
- 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.

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.