

West Texas A&M University

Advising Services

Degree Checklist

2024-2025

(For assistance completing this form, contact Advising Services at 806-651-5300)

Name: _____ WT ID: _____ Date: _____

Public Relations, Advertising, and Applied Communication B.A./B.S. Department of Communication (FAC-103) (651-2800)		
Degree: Bachelor of Arts (B.A.) or Bachelor of Science (B.S.) May be either depending on option selected; see the "Requirements for Baccalaureate Degrees" section of the Catalog.		
Major: Public Relations, Advertising, and Applied Communication Major Codes: 1213, 1214		
Students choose a concentration in: <ul style="list-style-type: none"> • Advertising (Code 1213) • Public Relations (Code 1214) 		
	BA/BS.PR.ADV.APCOM.ADV	
	BA/BS.PR.ADV.APCOM.PR	
Core 10 - Communication (3 hours from ENGL options) <ul style="list-style-type: none"> • ENGL 1301 or ENGL 1311 	3	
Core 10 - Communication (3 hours from COMM options) <ul style="list-style-type: none"> • COMM 1315; COMM 1318; or COMM 1321 	3	
Core 20 - Mathematics (3 hours) <ul style="list-style-type: none"> • MATH 1314; MATH 1316; MATH 1324; MATH 1325; MATH 1332**; MATH 1342**; MATH 1350**; MATH 2412; or MATH 2413 (4th hour from 4-hour course moves to Core 90.) 	3	
Core 30 - Life and Physical Sciences (6 hours) <ul style="list-style-type: none"> • ANSC 1319; BIOL 1308 or BIOL 1406; BIOL 1309 or BIOL 1407; BIOL 1411; BIOL 1413; CHEM 1305 or CHEM 1411; CHEM 1412; ENVR 1407; GEOL 1301 or GEOL 1403; GEOL 1302; GEOL 1404; PHYS 1311; PHYS 1312; PHYS 1371; PHYS 1401; PHYS 1402; PHYS 2425; PHYS 2426; PSES 1301 or PSES 1307 (Cannot receive University Core credit for both BIOL 1308 and BIOL 1406; or for both BIOL 1309 and BIOL 1407; or for both CHEM 1305 and CHEM 1411; or for both GEOL 1301 and GEOL 1403. CHEM 1305 does not count as a prerequisite for CHEM 1412.) (4th hour from 4-hour courses move to Core 90.) 	3	3
Core 40 - Language, Philosophy and Culture (3 hours) <ul style="list-style-type: none"> • See Major-Specific University Core Requirements below 		
Core 50 - Creative Arts (3 hours) <ul style="list-style-type: none"> • ARTS 1301; ARTS 1303; ARTS 1304; DANC 2303; MUSI 1306; MUSI 1307; MUSI 1310; or THRE 1310 	3	
Core 60 - American History (6 hours) <ul style="list-style-type: none"> • HIST 1301; HIST 1302; HIST 2301; HIST 2381; or HIST 2382 	3	3
Core 70 - Government / Political Science (6 hours) <ul style="list-style-type: none"> • POSC 2305 and POSC 2306 	3	3

Core 80 - Social and Behavioral Sciences (3 hours)	
<ul style="list-style-type: none"> AGBE 2317; COMM 2377; CRIJ 1301; ECON 2301; ECON 2302; GEOG 1302; PSYC 2301; or SOCI 1301 	3
Core 90 - Component Area Option (6 hours or fewer; may depend on major requirements)	
<ul style="list-style-type: none"> AGRI 2300; BUSI 1301; BUSI 1304; CIDM 1105; CIDM 1301 or CIDM 1315; CS 1301; ECON 2331; EDUC 1300; ENGL 1101; ENGL 1102; ENGL 1302; ENGL 1312; ENGL 2311; IDS 1071 (1-3 hours); MUSI 1053 (1-2 hours); PHIL 2303; or SES 1120 <p>(Cannot receive credit for both CIDM 1301 and CIDM 1315 for Core 90.) (ENGL 1101 and ENGL 1102 cannot count for English B.A. requirement.) (4th hours from 4-hour courses in Cores 20 and 30 may be used in this section.)</p>	6
Public Relations, Advertising, and Applied Communication Major Requirements	
***** C or better required in all courses in the Major Requirements *****	
Major-Specific University Core Requirements	
The following courses are required for their specific Core areas <u>instead of</u> the courses listed above in the general University Core Curriculum.	
Core 40 - Language, Philosophy and Culture (3 hours)	
<ul style="list-style-type: none"> MCOM 1307 - Introduction to Media Communication 	3
Media Communication Core Requirements (27 hours)	
MCOM 1336 - Basic Video Production	3
MCOM 2310 - Media Design	3
MCOM 2311 - Media Writing	3
MCOM 2376 - Media Theory	3
MCOM 3305 - New Media	3
MCOM 3314 - Public Relations and Advertising Research or COMM 3315 - Research Methods	3
MCOM 3379 - Media Management	3
MCOM 4302 - Media Law & Ethics	3
MCOM 4398 - Media Internship	3
Concentrations (Choose one concentration)	
Advertising Concentration (21 hours)	
Complete the Media Communication Core and 21 hours as listed below.	
MCOM 2327 - Advertising Principles	3
MCOM 3304 - Digital Advertising	3
MCOM 3308 - Advertising Campaigns	3
MCOM 3312 - Ad/PR Writing	3
MCOM 3375 - Mass Media Sales	3
Six hours from the following:	
MCOM 2171 - KWTS Practicum (any combination of practicum hours can be taken up to a total of 3 hours) or MCOM 2172 - Eternal Flame Practicum or MCOM 2173 - Prairie Practicum or MCOM 2174 - Sports Broadcasting Practicum MCOM 1318 - Digital Photography MCOM 3307 - Public Relations Campaigns MCOM 3310 - Advanced Design	6
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Continued...	
MCOM 3331 - Media History MCOM 3350 - Public Relations and Publicity COMM/MCOM 4300 - Communication Study Abroad COMM 4302 - Event Planning MCOM 4321 - 1910 PR MCOM 4390 - Senior Project	
Public Relations Concentration (21 hours)	
Complete the Media Communication Core and 21 hours as listed below.	
MCOM 2327 - Advertising Principles	3
MCOM 3307 - Public Relations Campaigns	3
MCOM 3312 - Ad/PR Writing	3
MCOM 3350 - Public Relations and Publicity	3
MCOM 4321 - 1910 PR	3
Six hours from the following:	
MCOM 2171 - KWTS Practicum (any combination of practicum hours can be taken up to a total of 3 hours) or MCOM 2172 - Eternal Flame Practicum or MCOM 2173 - Prairie Practicum or MCOM 2174 - Sports Broadcasting Practicum MCOM 1318 - Digital Photography MCOM 3304 – Digital Advertising MCOM 3308 – Advertising Campaigns MCOM 3310 - Advanced Design MCOM 3331 - Media History MCOM 3375 – Mass Media Sales COMM/MCOM 4300 - Communication Study Abroad COMM 4302 – Event Planning MCOM 4390 - Senior Project	6
B.A./B.S. Requirements (6-12 hours)	
Complete the requirements for your specific degree.	
B.A. Degree	
In addition to the core curriculum, a minimum of 12 hours as follows:	
<ul style="list-style-type: none"> At least six hours of foreign language, and Six hours chosen from art, communication studies, dance, English, history, media communications, modern languages, music, philosophy, religion, and theatre. 	6 6
or	or
B.S. Degree	
In addition to the core curriculum, a minimum of 6 hours as follows:	
<ul style="list-style-type: none"> Six hours chosen from biology, chemistry, environmental science, geology, geosciences, mathematics, physics, and natural sciences. 	6

Electives (est. 18-24 hours)	
***** C or better required in all courses in the Major Subject *****	
<p>Electives</p> <ul style="list-style-type: none"> • Estimated 18 hours for Bachelor of Arts degree • Estimated 24 hours for Bachelor of Science degree 	18-24
Total hours required to complete degree: 120 hours	
Depending on transfer credits and other substitutions/waivers, student may need to take additional electives as needed to total a minimum of 120 hours or the minimum total hours required for this degree, of which at least 36 must be advanced (3000/4000 level) and earned at WTAMU.	
University Core Completion	
Students are advised to complete the University core curriculum requirements during their first two years of classes.	
E-Portfolio Requirement	
All Department of Communication majors will compile an e-portfolio in COMM/MCOM 4398 that demonstrates the student's communication and/or media communication competencies developed throughout their course of study at WTAMU. This portfolio must be submitted for review in COMM/MCOM 4398. The student must receive a score of 3 or higher on each section of the portfolio to be certified for graduation.	
Prerequisites	
Some courses may require prerequisites. See the University Catalog for more information.	
** MATH 1332, 1342 and 1350	
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).	
Advising Notes	
NOTE: This is NOT a degree plan. All undergraduate students must request an official degree plan from their academic dean's office by the time they have completed 30 credit hours. In addition, this document is used as an advising resource. For official information, please refer to the University Catalog.	