

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

**Major: Public Relations, Advertising, and Applied Communication, B.A. – Advertising Concentration**

**Major Code: 1213**

<b>Year 1: Fall</b>		<b>Year 1: Spring</b>	
CORE 40 (Language, Phil. & Culture) – MCOM 1307	3	MCOM Core - MCOM 1336 Basic Video Production	3
CORE 10 (Communication) – COMM 1315 or 1321	3	MCOM 2311 Media Writing	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 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	CORE 60 (American History) – See checklist for options	3
<b>Total:</b>	<b>15</b>	<b>Total:</b>	<b>15</b>
<b>Year 2: Fall</b>		<b>Year 2: Spring</b>	
COM Core - MCOM 2310 Media Design	3	MCOM Core - MCOM 2376 Media Theory	3
MCOM 2327 Advertising Principles	3	MCOM 3312 Ad/PR Writing	3
CORE 70 (Govt./Political Sci.) – POSC 2305 or 2306	3	CORE 70 (Govt./Political Sci.) – POSC 2305 or 2306	3
CORE 50 (Creative Arts) – See checklist for options	3	CORE 80 (Social & Behav. Sci) - COMM 2377 Intercultural Comm.	3
CORE 30 (Life & Phys. Sci.) – See checklist for options	3	B.A. Requirement – See checklist for options	3
<b>Total:</b>	<b>15</b>	<b>Total:</b>	<b>15</b>
<b>Year 3: Fall</b>		<b>Year 3: Spring</b>	
MCOM Core - MCOM 4302 Media Law & Ethics	3	PR/Adv./App. Comm Required Elective – See checklist for options	3
MCOM Core - MCOM 3305 New Media	3	MCOM Core - MCOM 3314 Public Relations & Advertising Research	3
MCOM 3304 Introduction to Buffalo Advertising	3	MCOM 3308 Advertising Campaigns	3
B.A. Requirement – See checklist for options	3	B.A. Requirement – See checklist for options	3
CORE 90 (Component Area Option) – See checklist for options - ENGL 1101 or 1102 is recommended if two 4-hour courses are taken for Core 30.	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>	
PR/Adv./App. Comm Required Elective – See checklist for options	3	MCOM Core - MCOM 4398 Media Internship	3
MCOM Core - MCOM 3379 Media Management	3	Elective	3
B.A. Requirement – See checklist for options	3	MCOM 3375 Mass Media Sales	3
Elective	3	Elective	3
Elective	3	Elective (if needed to total 120 hours overall)	3
<b>Total:</b>	<b>15</b>	<b>Total:</b>	<b>15</b>

<sup>1</sup> **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.

<p><b>Identified Marketable Skills</b>                  Effective writing – Multimedia production – Verbal &amp; visual presentation – Leadership –                  Research – Creativity</p>	<p><b>Top Three Local Employers or Industries/Professional Programs/Possible Career Opportunities</b>                  Advertising and integrated marketing agencies – Digital and social media management –                  Corporate and nonprofit communication</p>
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**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 (REL) and six semester hours in physical education (PHED) courses can count toward a baccalaureate degree.