

**West Texas A&M University**  
**Advising Services**  
**Degree Checklist**  
**2016-2017**

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

NAME: \_\_\_\_\_ WT ID: \_\_\_\_\_ DATE: \_\_\_\_\_

**Public Relations, Advertising, and Applied  
Communication**  
**Department of Communication**  
**FAC 103 651-2798**

**Bachelor of Arts Degree**  
**BA.PR.ADV.APCOM (236)**

CORE CURRICULUM COURSES: 42 HOURS ♦		HRS
<b>Communication (Code 10)</b>		
ENGL 1301 Introduction to Academic Writing and Argumentation	3	
COMM 1315, 1318, or 1321	3	
<b>Mathematics (Code 20)</b>		
MATH 1314*, 1316*, 1324*, 1325*, 1332*/**, 1350*/**, 2412*, or 2413* (extra MATH hour moves to Code 90)	3	
<b>Life and Physical Sciences (Code 30)</b>		
<b>Take two courses from (extra lab hours move to Code 90): ♦</b>		
ANSC 1319; BIOL 1406 or 1408, 1407* or 1409*, 1411, 1413; CHEM 1405* or 1411*, 1412*; ENVR 1407* (pending approval); GEOL 1401 or 1403, 1402, 1404; PHYS 1401*, 1402*, 1411, 1412, 2425*, 2426*; PSES 1301, 1307	6	
<b>Language, Philosophy and Culture (Code 40)</b>		
ANTH 2351, ENGL 2321*, 2326*, 2331*, 2341*, 2343*; HIST 2311, 2323, 2372; PHIL 1301, 2374; SPAN 2311*, 2312*/**, 2313*, or 2315* <b>Choose 1</b>	3	
<b>Creative Arts (Code 50)</b>		
ARTS 1303, ARTS 1304; DANC 2303; HUMA 1315; MUSI 1306 or 1208 and 1209* (extra MUSI hour moves to Code 90); Or THRE 1310 <b>Choose 1</b>	3	
<b>American History (Code 60)</b>		
HIST 1301, 1302, 2301, 2381 <b>Choose 2</b>	6	
<b>Government/Political Science (Code 70)</b>		
POSC 2305 and 2306	6	
<b>Social and Behavioral Sciences (Code 80)</b>		
AGBE 2317*; COMM 2377; CRIJ 1301; ECON 2301, 2302; PSYC 2301; SOCI 1301 <b>Choose 1</b>	3	
<b>Component Area Option (Code 90)</b>		
<b>Take six hours from: ♦</b>		
AGRI 2300; BIOL lab hours (from Code 30); BUSI 1304; CHEM lab hours (from Code 30); CIDM 1301 or 1315; CS 1301; ENGL 1101, 1302*, 2311*; ENVR lab hour (from Code 30-pending approval); FIN 1307; GEOL lab hours (from Code 30); IDS 1071 (1-3 hours); extra MATH hours (from Code 20); extra MUSI hour (from Code 50); PHIL 2303; PHYS lab hours (from Code 30)	6	
<b>PUBLIC RELATIONS, ADVERTISING, AND APPLIED COMMUNICATION MAJOR REQUIREMENTS: 43 HOURS****</b> <b>A grade of "C" or better must be earned in all courses required for major.</b>		
<b>MASS COMMUNICATION CORE: 28 HOURS</b>		
MCOM 1307 Introduction to Mass Communication	3	
MCOM 2310 Media Design	3	
MCOM 2311 Media Writing for the Media	3	
MCOM 2376 Mass Communication Theory	3	
MCOM 3305* New Media	3	
MCOM 3314* Public Relations & Advertising Research <b>OR</b> COMM 3315* Research Methods	3	
MCOM 3327 Mass Media Law	3	
MCOM 3379 Media Management MCOM 2327 Advertising Principles MCOM 3331 Media History <b>Choose 1</b>	3	
MCOM 4191* Portfolio & Professional Development	1	
MCOM 4302* Mass Communication Ethics	3	

PUBLIC RELATIONS, ADVERTISING, AND APPLIED COMMUNICATION REQUIREMENTS: 15 HOURS		
MCOM 4398 Media Internship	3	
<b>Take 12 hours from:</b>		
MCOM 1318 Digital Photography		
MCOM 1336 Basic Video Production		
MCOM 2171 KWTS Practicum (can be repeated)	1,1,1	
MCOM 2172 Eternal Flame Practicum	1,1,1	
MCOM 2173 Prairie Practicum (can be repeated)	1,1,1	
MCOM 2174 Sports Broadcasting Practicum	1,1,1	
(Any combination of practicum hours can be taken up to a total of 3 hrs.)		
MCOM 2327 Advertising Principles (if not taken for MCOM Core)		
MCOM 2375*, 2375L Multi-platform Publishing		
MCOM 3094 Individual Problems		
MCOM 3307* Public Relations Campaigns <b>OR</b> MCOM 3308* Advertising Campaigns	12	
MCOM 3312 Advertising Techniques		
MCOM 3313 Public Relations Copywriting		
MCOM 3314 Public Relations & Advertising Research (if not taken for MCOM Core)		
MCOM 3331 Media History		
MCOM 3335* News One on Air		
MCOM 3350 Public Relations and Publicity		
MCOM 3375 Mass Media Sales		
MCOM (or COMM) 4300 Communication Study Abroad		
COMM 4302 Event Planning		
MCOM 4390* Senior Project		

BACHELOR OF ARTS REQUIREMENTS: 12 HOURS		
Six hours of foreign language.	(6-8)	
Six hours chosen from art, English, history, modern languages, music, philosophy and theatre.	6	
<b>ELECTIVES: 21-23 HOURS BY ADVISEMENT—SEE NOTES I &amp; II</b>		
ELECTIVES (NON-MCOM) ♦	21-23	
<b>MINIMUM HOURS REQUIRED TO COMPLETE DEGREE</b>	<b>120</b>	

♦ NOTE I: 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.

\* Indicates prerequisites—see catalog for more information.

\*\* While MATH 1332 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).

\*\*\* Or an equivalent course (second year, second semester) in a foreign language.

\*\*\*\* All Public Relations, Advertising, and Applied Communication majors will compile and submit an e-portfolio that demonstrates required competencies. See catalog for details.

NOTE II: At least 39 hours of advanced work (3000- or 4000-level courses) for which tuition is paid must be earned at WTAMU, and 30 of the final 36 hours counted toward the degree must be earned at WTAMU. **Public Relations, Advertising, and Applied Communication majors may not count more than 43 hours of MCOM courses toward the degree**; and no more than six hours in religion (RELI) and six hours in physical education (PHED) can be counted toward a degree.

**NOTE: This is NOT a degree plan. After completing 30 hours, students are encouraged to request an official degree plan by using the online [Degree Plan Request](#) form. The dean's office of the Sybil B. Harrington College of Fine Arts and Humanities, located in Mary Moody Northen Hall, Room 181 (or call 806-651-2782), can answer questions about the degree plan. Students who have completed 45 hours will not be allowed to progress without requesting a degree plan.**



First Year					
Fall		Spring			
H o u r s  15	CORE 10-ENGL 1301	3	H o u r s  15	MCOM 2310	3
				MCOM Core	
	CORE 10-COMM	3		MCOM 2311	3
	1315, 1318 or 1321			MCOM Core	
	MCOM 1307	3		CORE 60-HIST	3
	MCOM Core			1301, 1302, 2301 or 2381	
	CORE 20-MATH	3		CORE 30-LAB SCIENCE	3
	See * in Notes			See * in Notes	
CORE 90	3	CORE 90	3		
See * in Notes		See * in Notes			

Second Year					
Fall		Spring			
H o u r s  15	CORE 50	3	H o u r s  15	MCOM 3313	3
	See checklist for options			PR/ADV/APCOM Req. **	
	MCOM 2327	3		MCOM 2376	3
	MCOM Core***			MCOM Core	
	CORE 80	3		CORE 30-LAB SCIENCE	3
	COMM 2377 Recommended			See * in Notes	
	MCOM 1318	3		CORE 70-POSC	3
	PR/ADV/APCOM Req. **			2305 or 2306	
CORE 70-POSC	3	NON MCOM ELECTIVE	3		
2305 or 2306					

Third Year					
Fall		Spring			
H o u r s  16	MCOM 3305	3	H o u r s  16	MCOM 3327	3
	MCOM Core			MCOM Core	
	MCOM 3350 OR COMM	3		BA FOREIGN LANG	4
	PR/ADV/APCOM Req. **			See checklist for options	
	BA FOREIGN LANG	4		NON MCOM ELECTIVE	3
	See checklist for options			COMM 3345 recommended	
	BA REQUIREMENT	3		BA REQUIREMENT	3
	See checklist for options			See checklist for options	
CORE 60-HIST	3	NON MCOM ELECTIVE	3		
1301, 1302, 2301 or 2381					

Fourth Year					
Fall		Spring			
H o u r s  15	CORE 40	3	H o u r s  13	MCOM 4191	1
	See checklist for options			MCOM Core	
	MCOM 3314	3		MCOM 4302	3
	MCOM Core****			MCOM Core	
	MCOM 4398	3		AD/PR/APCOM REQT	3
	PR/ADV/APCOM Req.			MCOM 3375, 3308 or 3309**	
	NON MCOM ELECTIVE	3		NON MCOM ELECTIVE	3
	COMM 3341 recommended				
NON MCOM ELECTIVE	3	NON MCOM ELECTIVE	3		

**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 45 hours. Students should always seek the advice of their academic adviser before scheduling classes.

Notes:

\* See checklist for options. **Core 90:** Lab hours for 4-hour Core 30 (science) courses and extra hour from 4-hour Core 20 (math) courses must be counted in Core 90.

ALL COMM and MCOM majors should consider taking the discipline specific section of COMM 1315

\*\* Advertising, Public Relations & Applied Comm. Requirements: see checklist for all options. These may include 3 hours of MCOM Practicums (2171, 2172, 2173, or 2174), not to exceed a total of 3 hours. Courses taken to satisfy MCOM Core requirements (e.g. MCOM 2327, 3314) cannot be counted again towards AD/PR/APCOM Emphasis requirements.

\*\*\* May also take MCOM 3379 or MCOM 3331 (unless 3331 is taken for Public Relations, Advertising, and Applied Comm. Requirements).

\*\*\*\* May also take COMM 3315.

All Seniors must enroll in MCOM 4191 during their final semester.