

**West Texas A&M University  
Advising Services  
Degree Checklist  
2018-2019**

(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**

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*/**, 1342*/**, 1350*/**, 2412*, or 2413* (2412 & 2413: extra hr. 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*; 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; MCOM 1307; PHIL 1301, 2374; SPAN 2311*, 2312*/**, 2313*, 2315*, or 2371 <b>Choose 1</b>	3	
<b>Creative Arts (Code 50)</b>		
ARTS 1303, ARTS 1304; DANC 2303; MUSI 1306, MUSI 1307, MUSI 1310; 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 1105, CIDM 1301 or 1315; CS 1301; ENGL 1101, 1302*, 2311*; ENVR lab hour (from Code 30); GEOL lab hours (from Code 30); IDS 1071 (1-3 hours); extra MATH hours (from Code 20); PHIL 2303; PHYS lab hours (from Code 30)	6	

**PUBLIC RELATIONS, ADVERTISING, AND APPLIED COMMUNICATION MAJOR REQUIREMENTS: 43 HOURS\*\*\*\***  
A grade of "C" or better must be earned in all courses required for major.

MEDIA COMMUNICATION CORE: 28 HOURS	
MCOM 1307 Introduction to Media Communication	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 & Advertising Research <b>OR</b> COMM 3315* Research Methods	3
MCOM 3327 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* Media Ethics	3

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

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 ( <i>can be repeated</i> )	1,1,1	
MCOM 2172 Eternal Flame Practicum	1,1,1	
MCOM 2173 Prairie Practicum ( <i>can be repeated</i> )	1,1,1	
MCOM 2174 Sports Broadcasting Practicum	1,1,1	
MCOM 2175 Public Relations Practicum	1,1,1	
<i>(Any combination of practicum hours can be taken up to a total of 3 hrs.)</i>		
MCOM 2327 Advertising Principles ( <i>if not taken for MCOM Core</i> )		
MCOM 3310*, 3310L 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 ( <i>if not taken for MCOM Core</i> )		
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		
<b>BACHELOR OF ARTS REQUIREMENTS: 12 HOURS</b>		
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, 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).  
\*\*\* 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.**

