

**West Texas A&M University
Advising Services
Degree Checklist
2021-2022**

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

NAME: _____ WT ID: _____ DATE: _____

**Communication Studies—Strategic Communication
Emphasis (online degree option)
Department of Communication
FAC 103 651-2798**

**Bachelor of Arts Degree
BA.COMM.STRAT (1209)**

CORE CURRICULUM COURSES: 42 HOURS ♦		HRS	AC
Communication (Core 10)			
ENGL 1301 Introduction to Academic Writing and Argumentation		3	
See University Core Requirements below		(3)	
Mathematics (Core 20)			
MATH 1314*, 1316*, 1324*, 1325*, 1332**/**, 1342**/**, 1350**/**, 2412*, or 2413* (2412 & 2413: fourth hr. moves to Core 90)		3	
Life and Physical Sciences (Core 30)			
Take two courses from (extra lab hours move to Core 90): ♦ 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, 1471, 2425*, 2426*; PSES 1301, 1307		6	
Language, Philosophy and Culture (Core 40)			
See University Core Requirements below		(3)	
Creative Arts (Core 50)			
ARTS 1301, 1303, 1304; DANC 2303; MUSI 1306, 1307 (for music majors), 1310; or THRE 1310	Choose 1	3	
American History (Core 60)			
HIST 1301, 1302, 2301, 2381, 2382	Choose 2	6	
Government/Political Science (Core 70)			
POSC 2305 and 2306		6	
Social and Behavioral Sciences (Core 80)			
See University Core Requirements below		(3)	
Component Area Option (Core 90)			
Take six hours from: ♦ AGRI 2300; BIOL lab hours (from Core 30); BUSI 1304; CHEM lab hours (from Core 30); CIDM 1105, CIDM 1301 or 1315; CS 1301; ECON 2331; ENGL 1101, 1102, 1302*, 2311*; ENVR lab hour (from Core 30); GEOL lab hours (from Core 30); IDS 1071 (1-3 hours); extra MATH hours (from Core 20); MUSI 1053; PHIL 2303; PHYS lab hours (from Core 30); SES 1120		6	
COMMUNICATION STUDIES—STRATEGIC COMMUNICATION EMPHASIS MAJOR REQUIREMENTS: 46 HOURS*** A grade of "C" or better must be earned in all courses required for major.			
UNIVERSITY CORE REQUIREMENTS: 9 HOURS			
CORE 10 COMM 1315 or 1321		3	AC
CORE 40 MCOM 1307 Introduction to Media Communication		3	AC
CORE 80 COMM 2377 Intercultural Communication		3	
STRATEGIC COMMUNICATION REQUIREMENTS: 37 HOURS			
COMM 1318 Interpersonal Communication If 1318 is taken to fulfill University core requirements, then 1315 or 1321 must be taken to satisfy the 18-hour COMM core requirement.		3	AC
COMM/MCOM 2376 Communication Theory/Media Theory		3	
COMM 3331 Organizational Communication		3	
COMM 3341 Persuasion		3	
MCOM 3314* Public Relations and Advertising Research		3	

MCOM 2327 Advertising Principles	AC	3	
MCOM 3305* New Media		3	
MCOM 3350 Public Relations and Publicity	AC	3	
MCOM 3327 Media Law		3	
MCOM 4302* Media Ethics		3	
COMM 3332 Strategic Communication OR COMM 3333 Crisis Communication		3	
MCOM 4191* Portfolio and Professional Development		1	
COMM/MCOM 4398* Communication or Media Internship		3	
BACHELOR OF ARTS REQUIREMENTS: 12 HOURS AC OPTION			
Six hours of foreign language.		(6-8)	
Six hours chosen from art, English, history, modern languages, music, philosophy and theatre.		6	
ELECTIVES: 29 HOURS BY ADVISEMENT—SEE NOTE			
ELECTIVES ♦ Recommended electives: MKT 3340, MGT 3330, COMM 3094, MCOM 3379, MCOM 4309, MCOM 4390. Five or more hours for B.A. requirements and/or electives must be 3000- or 4000-level to total 39 advanced hours at WTAMU.		29	
MINIMUM HOURS REQUIRED TO COMPLETE DEGREE		120	

♦ NOTE: 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).

*** All communication studies majors will compile and submit an e-portfolio that demonstrates required competencies. See catalog for details.

NOTE: 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.

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.

WTAMU ADVISING SERVICES
2021-2022 Curriculum Guide

Major: Strategic Communication, BA

1209

First Year			
Fall		Spring	
CORE 10—ENGL 1301	3	CORE 30—SCIENCE	4
CORE 10—COMM 1315 OR 1321	3	CORE 60—HISTORY	3
CORE 20—MATH	3	CORE 80—COMM 2377	3
CORE 40—MCOM 1307	3	CORE 90—ENGL 1302 or 2311	3
CORE 60—HISTORY	3	MAJOR REQ.—COMM 1318	3
Semester Hours		15	Semester Hours
			16

Second Year			
Fall		Spring	
CORE 50—CREATIVE ARTS	3	CORE 30—SCIENCE	4
CORE 70—POSC 2305	3	CORE 70—POSC 2306	3
CORE 90—ENGL 1101	1	MAJOR REQ.—MCOM 3305	3
MAJOR REQ.—COMM/MCOM 2376	3	MAJOR REQ.—MCOM 3350	3
MAJOR REQ.—MCOM 2327	3	ELECTIVE	3
ELECTIVE	3		
Semester Hours		16	Semester Hours
			16

Third Year			
Fall		Spring	
MAJOR REQ.—COMM 3331	3	MAJOR REQ.—COMM 3332 OR 3333	3
B.A. Requirement	3	B.A. Requirement	3
MAJOR REQ.—COMM 3341	3	MAJOR REQ.—MCOM 3327	3
FOREIGN LANGUAGE	3	FOREIGN LANGUAGE	3
ELECTIVE	3	ELECTIVE	3
Semester Hours		15	Semester Hours
			15

Fourth Year			
Fall		Spring	
MAJOR REQ.—MCOM 3314	3	MAJOR REQ.—COMM/MCOM 4398	3
MAJOR REQ.—MCOM 4302	3	MAJOR REQ.—MCOM 4191	1
ELECTIVE	3	ELECTIVE	3
ELECTIVE	3	ELECTIVE	3
ELECTIVE	3	ELECTIVE	2
Semester Hours		15	Semester Hours
			12

Degree Total Hours 120

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.

Identified Marketable Skills	
• Oral presentation	• Strategic planning
• Effective writing	• Leadership
• Research	• Media literacy/usage

Top 3 Employers/Industries	
• corporate and nonprofit communication	
• social media management	
• advertising and promotions	

Other Degree Notes:
All Strategic Communication majors will compile and submit an e-portfolio that demonstrates required competencies. Students are encouraged to join professional student organizations within the department. The required internship class should be taken during the final semester. Recommended electives: MCOM 3379 Media Management, MCOM 3309 Multimedia Journalism, MCOM 4321 1910 PR, MKT 3340 Principles of Marketing, MGT 3330 Principles of Management, and practicum courses (KWTS, Eternal Flame, Prairie, Sports Broadcasting).