

**West Texas A&M University  
Advising Services  
Degree Checklist  
2023-2024**

(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 103 651-2800**

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

CORE CURRICULUM COURSES: 42 HOURS		HRS
<b>Communication (Core 10)</b>		
ENGL 1301 Intro. to Academic Writing & Argumentation <b>OR</b> ENGL 1311 Writing About Ideas	3	
See University Core Requirements below	(3)	
<b>Mathematics (Core 20)</b>		
MATH 1314*, 1316*, 1324*, 1325*, 1332*/**, 1342*/**, 1350*/**, 2412*, or 2413* (2412 & 2413: fourth hr. moves to Core 90)	3	
<b>Life and Physical Sciences (Core 30)</b>		
<b>Take two courses from:</b> ANSC 1319; BIOL 1406 or 1308, 1407* or 1309*, 1411, 1413; CHEM 1305* or 1411*, 1412*; ENVR 1407*; GEOL 1301 or 1403, 1302, 1404; PHYS 1401*, 1402*, 1311, 1312, 1371, 2425*, 2426*; PSES 1301, 1307 - BIOL 1406, 1407, 1411, 1413; CHEM 1411, 1412; GEOL 1403, 1404; PHYS 1401, 1402, 2425, 2426: 4 <sup>th</sup> hr. moves to Core 90	6	
<b>Language, Philosophy and Culture (Core 40)</b>		
See University Core Requirements below	(3)	
<b>Creative Arts (Core 50)</b>		
ARTS 1301, 1303, 1304; DANC 2303; MUSI 1306, 1307 (for music majors), 1310; or THRE 1310 <b>Choose 1</b>	3	
<b>American History (Core 60)</b>		
HIST 1301, 1302, 2301, 2381, 2382 <b>Choose 2</b>	6	
<b>Government/Political Science (Core 70)</b>		
POSC 2305 and 2306	6	
<b>Social and Behavioral Sciences (Core 80)</b>		
See University Core Requirements below	(3)	
<b>Component Area Option (Core 90)</b>		
<b>Take six hours from:</b> AGRI 2300; BIOL 4 <sup>th</sup> hour from 4-hour courses (from Core 30); BUSI 1301, 1304; CHEM 4 <sup>th</sup> hour from 4-hour courses (from Core 30); CIDM 1105, CIDM 1301 or 1315; CS 1301; ECON 2331; ENGL 1101, 1102, 1302*, 1312*, 2311*; ENVR 4 <sup>th</sup> hour (from Core 30); GEOL 4 <sup>th</sup> hour from 4-hour courses (from Core 30); IDS 1071 (1-3 hours); MATH 4 <sup>th</sup> hour from 4-hour courses (from Core 20); MUSI 1053; PHIL 2303; PHYS 4 <sup>th</sup> hour from 4-hour courses (from Core 30); SES 1120	6	
<b>COMMUNICATION STUDIES—STRATEGIC COMMUNICATION EMPHASIS MAJOR REQUIREMENTS: 45 HOURS*** A grade of "C" or better must be earned in all courses required for major.</b>		
<b>UNIVERSITY CORE REQUIREMENTS: 9 HOURS</b>		
<b>CORE 10</b> COMM 1315 or 1321	3	
<b>CORE 40</b> MCOM 1307 Introduction to Media Communication	3	
<b>CORE 80</b> COMM 2377 Intercultural Communication	3	
<b>STRATEGIC COMMUNICATION REQUIREMENTS: 36 HOURS</b>		
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	
COMM/MCOM 2376 Communication Theory/Media Theory	3	
COMM 3331 Organizational Communication & Leadership	3	
COMM 3332 Strategic Communication <b>OR</b> COMM 3333 Crisis Communication	3	

COMM 3341 Persuasion	3	
COMM 4360 Communication & Global Culture <b>OR</b> COMM 3360 Health Communication	3	
MCOM 2327 Advertising Principles	3	
MCOM 3305* New Media	3	
MCOM 3314* Public Relations and Advertising Research	3	
MCOM 3350 Public Relations and Publicity	3	
MCOM 4302* Media Law and Ethics	3	
COMM 4398 Communication Internship <b>OR</b> MCOM 4398 Media Internship	3	
<b>BACHELOR OF ARTS REQUIREMENTS: 12 HOURS OPTION</b>		
Six hours of foreign language.	(6-8)	
Six hours chosen from art, English, history, modern languages, music, philosophy and theatre.	6	
<b>ELECTIVES: 28-30 HOURS BY ADVISEMENT</b>		
<b>ELECTIVES ♦</b> Recommended electives: MKT 3340, MGT 3330, COMM 3094, MCOM 3379, MCOM 4309, MCOM 4390. <b>Nine or more hours</b> for B.A. requirements and/or electives must be 3000- or 4000-level to total 36 advanced hours at WTAMU.	30	
<b>MINIMUM HOURS REQUIRED TO COMPLETE DEGREE</b>	<b>120</b>	

\* 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: 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 – 2023-2024 Curriculum Guide**

**Major: Communication Studies – Strategic Comm., B.A. Major Code: 1209**

<b>Year 1: Fall</b>		<b>Year 1: Spring</b>	
CORE 10 (Communication) – ENGL 1301 or 1311	3	CORE 30 (Life & Phys. Sci.) – See checklist for options	3
CORE 10 (Communication) – COMM 1315 or 1321	3	CORE 60 (American History) – See checklist for options	3
CORE 20 (Mathematics) – See checklist for options	3	CORE 80 (Social & Behav. Sci) – COMM 2377	3
CORE 40 (Lang., Phil. & Culture) – MCOM 1307	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	COMM 1318 Interpersonal Communication	3
<b>Total:</b>	<b>15</b>	<b>Total:</b>	<b>15</b>
<b>Year 2: Fall</b>		<b>Year 2: Spring</b>	
CORE 50 (Creative Arts) – See checklist for options	3	CORE 30 (Life & Phys. Sci.) – See checklist for options	3
CORE 70 (Govt./Political Sci.) – POSC 2305 or 2306	3	CORE 70 (Govt./Political Sci.) – POSC 2305 or 2306	3
CORE 90 (Component Area Option) – See checklist for options - ENGL 1101 is recommended if two 4-hour Core 30 courses are taken.	3	MCOM 3305 New Media	3
COMM 2376 Comm. Theory <b>or</b> MCOM 2376 Media Theory	3	MCOM 3350 Public Relations & Policy	3
MCOM 2327 Advertising Principles	3	Elective	3
<b>Total:</b>	<b>15</b>	<b>Total:</b>	<b>15</b>
<b>Year 3: Fall</b>		<b>Year 3: Spring</b>	
COMM 3331 Organizational Communication & Leadership	3	COMM 3332 Strategic Communication <b>or</b> COMM 3333 Crisis Communication	3
B.A. Requirement – See checklist for options	3	B.A. Requirement – See checklist for options	3
COMM 3341 Persuasion	3	COMM 4360 Communication & Global Culture <b>or</b> COMM 3360 Health Communication	3
B.A. Requirement – See checklist for options	3	B.A. Requirement – See checklist for options	3
Elective	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>	
MCOM 3314 Public Relations & Advertising Research	3	COMM 4398 Communication Internship <b>or</b> MCOM 4398 Media Internship	3
MCOM 4302 Media Law & Ethics	3	Elective	3
Elective	3	Elective	3
Elective	3	Elective	3
Elective	3	Elective	3
<b>Total:</b>	<b>15</b>	<b>Total:</b>	<b>15</b>

<sup>1</sup> **CORE:** Communication Studies – Strategic Comm. majors are required to take MCOM 1307 for Core 40 and COMM 2377 for Core 80. For all other categories, they may select from any available options (see degree checklist). MCOM 1307 is recommended for Core 40. Apart from the major-specific core requirement, there is no set order in which core courses must be taken.

<p><b>Identified Marketable Skills</b></p> <p>Oral presentation – Effective writing – Research – Strategic planning – Leadership – Media literacy/usage</p>	<p><b>Top Three Local Employers or Industries/Professional Programs/Possible Career Opportunities</b></p> <p>Corporate and nonprofit communication – Social media management – advertising and promotions</p>
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**Additional notes:**

- 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 (RELI) and six semester hours in physical education (PHED) courses can count toward a baccalaureate degree.
- All Communication Studies majors will compile and submit a 3-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, MCOM 3309, MCOM 4321, MKT 3340, MGT 3330, and practicum courses (KWTS, Eternal Flame, Prairie, Sports Broadcasting).
- All students in the Department of Communication should enroll in the majors-only sections of COMM 1315 and MCOM 1307 if possible.

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