

**The University of South Dakota**  
**Major Credit Hour count: 38-41**  
**Major: Media & Journalism-Strategic Communication, B.A.**

<u>Year / Semester</u>	SRG/Major Requirement	Cr Hrs	<u>Year / Semester</u>	SRG/Major Requirement	Cr Hrs
<b><u>First Year - 1st Semester</u></b>			<b><u>First Year - 2nd Semester</u></b>		
ENGL 101 Composition I	SGR 1	3	ENGL 210 Introduction to Literature	BS	3
Mathematics	SGR 5	3	Foreign Language: 102	BA	4
MCOM 151 Intro to Mass Communication	SGR 4+M	3	MCOM 161 Graphic Communication	Major	3
Foreign Language: 101	BA	4	SPCM 101 Fundamentals of Speech	SGR 2	3
MCOM 495 Practicum or MCOM 101 Media Exp	Major	1	MCOM 331 Video Production	Major	3
<b>Semester Credit Hours: 14</b>			<b>Semester Credit Hours: 16</b>		
<b><u>Second Year - 1st Semester</u></b>			<b><u>Second Year - 2nd Semester</u></b>		
MCOM 210 Basic News Writing	Major	3	ENGL 203 Grammar or MCOM Elective	Major	3
MCOM 495 Practicum	Major	1	Advanced Composition	SGR 1	3
Natural Science	SGR 6	4	Natural Science	SGR 6	4
Social Science	SGR 3	3	MCOM 371 Advertising Copy and Layout	Major	3
MCOM upper elective	Major	3	Additional Social Science/Humanities	BA	3
<b>Semester Credit Hours: 14</b>			<b>Semester Credit Hours: 16</b>		
<b><u>Third Year - 1st Semester</u></b>			<b><u>Third Year - 2nd Semester</u></b>		
MCOM 342 Strategic Communication	Major	3	MCOM 402 Media Law & Ethics	Major	3
Elective		3	MCOM upper elective	Major	3
Fine Arts	SGR 4	3	Minor	BA	6
Minor	BA	3	Elective	BA	3
Social Science	SGR 3	3			0
<b>Semester Credit Hours: 15</b>			<b>Semester Credit Hours: 15</b>		
<b><u>Fourth Year - 1st Semester</u></b>			<b><u>Fourth Year - 2nd Semester</u></b>		
MCOM 400 Research Methods	Major	3	MCOM 442 Integrated Marketing Campaigns	Major	3
Minor	BA	3	Minor	BA	6
Elective		9	Elective		6
<b>Semester Credit Hours: 15</b>			<b>Semester Credit Hours: 15</b>		
<b>Total Major Requirements</b>					<b>120</b>

**Notes:** MCOM 341 Public Relations is available in the fall in place of MCOM 371 in the fall.