

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

[2019-2020 Academic Catalog]

| <u>Year / Semester</u> | SGR/Major Requirement | <u>Cr Hrs</u> | <u>Year / Semester</u> | SGR/Major Requirement | <u>Cr Hrs</u> |
|---|-------------------------------|---------------|---|-------------------------------|---------------|
| <u>First Year - 1st Semester</u> | | | <u>First Year - 2nd Semester</u> | | |
| ENGL 101 Composition I | SGR 1 | 3 | ENGL 210 Introduction to Literature | BS | 3 |
| Mathematics | SGR 5 | 3 | Mathematics | BS | 3 |
| MCOM 151 Intro to Mass Communication | SGR 4+M | 3 | MCOM 161 Graphic Communication | Major | 3 |
| MCOM 495 Practicum or MCOM 101 Media Experience | Major | 1 | SPCM 101 Fundamentals of Speech | SGR 2 | 3 |
| Social Science | SGR 3 | 3 | MCOM 331 Video Production | Major | 3 |
| | | | | | 0 |
| | Semester Credit Hours: | 13 | | Semester Credit Hours: | 15 |
| <u>Second Year - 1st Semester</u> | | | <u>Second Year - 2nd Semester</u> | | |
| ENGL 203 or MCOM 210 Basic News Writing or MCOM 330 Writing for Digital Media | Major | 3 | MCOM elective | Major | 3 |
| MCOM 495 Practicum | Major | 1 | Advanced Composition | SGR 1 | 3 |
| Natural Science | SGR 6 | 4 | Natural Science | SGR 6 | 4 |
| Mathematics/Statistics | BS | 3 | MCOM 371 Advertising Copy and Layout or MCOM elective | Major | 3 |
| MCOM 243 Public Relations Principles or MCOM 370 Advertising Principles | Major | 3 | Elective | | 3 |
| | Semester Credit Hours: | 14 | | Semester Credit Hours: | 16 |
| <u>Third Year - 1st Semester</u> | | | <u>Third Year - 2nd Semester</u> | | |
| MCOM 342 Strategic Communication | Major | 3 | MCOM 402 Media Law & Ethics | Major | 3 |
| Social Science | SGR 3 | 3 | MCOM Upper-level Elective | Major | 3 |
| Additional Natural Science | BS | 4 | Additional Natural Science | BS | 6 |
| Minor | BS | 3 | Minor | BS | 4 |
| | | | | | |
| MCOM 341 Public Relations Writing or MCOM elective | Major | 3 | | | 16 |
| | Semester Credit Hours: | 16 | | Semester Credit Hours: | |
| <u>Fourth Year - 1st Semester</u> | | | <u>Fourth Year - 2nd Semester</u> | | |
| MCOM 400 Research Methods | Major | 3 | MCOM 442 Integrated Marketing Communications | Major | 3 |
| Minor | BS | 6 | Fine Arts Elective | SGR 4 | 3 |
| Elective | | 6 | Elective | | 3 |
| | | | Minor | BS | 6 |
| | Semester Credit Hours: | 15 | | Semester Credit Hours: | 15 |
| | | | Total Major Requirements | | 120 |

Notes: MCOM 341 is available in fall in place of MCOM 371