

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



[2020-2021 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	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 101 or ASC 100		1	MCOM 331 Video Production	Major	3
Semester Credit Hours:		14	Semester Credit Hours:		16
<u>Second Year - 1st Semester</u>			<u>Second Year - 2nd Semester</u>		
MCOM 210 Basic News Writing or MCOM 330			Additional Social Sci/Humanities	Major	3
Writing for Digital Media	Major	3	Advanced Composition	SGR 1	3
MCOM 495 Practicum	Major	2	Natural Science	SGR 6	4
Natural Science	SGR 6	4	*MCOM 371 Advertising Copy and Layout or MCOM	Major	3
Social Science	SGR 3	3	Additional Social Science/Humanities	BA	3
*MCOM 243 Public Relations Principles or MCO	Major	3	Semester Credit Hours:		16
Semester Credit Hours:		15	<u>Third Year - 2nd Semester</u>		
<u>Third Year - 1st Semester</u>			MCOM 402 Media Law & Ethics	Major	3
MCOM 342 Strategic Communication	Major	3	MCOM upper elective	Major	3
MCOM 341 Public Relations Writing or MCOM			Minor	BA	6
upper elective	Major	3	Elective	BA	3
Fine Arts	SGR 4	3			0
Minor	BA	3	Semester Credit Hours:		15
Social Science	SGR 3	3	<u>Fourth Year - 2nd Semester</u>		
Semester Credit Hours:		15	MCOM 442 Integrated Marketing Campaigns	Major	3
<u>Fourth Year - 1st Semester</u>			Minor	BA	6
MCOM 400 Research Methods	Major	3	Elective		5
Minor	BA	3	Semester Credit Hours:		14
Elective		9	Total Major Requirements		120
Semester Credit Hours:		15			

Notes: *Choose one of the following sequences MCOM 243/MCOM 341 or MCOM370/MCOM 371