

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

[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	Mathematics	BS	3
MCOM 151 Intro to Mass Communication	SGR 4+M	3	MCOM 161 Graphic Communication	Major	3
MCOM 101 or ASC 100		1	SPCM 101 Fundamentals of Speech	SGR 2	3
Social Science	SGR 3	3	MCOM 331 Video Production	Major	3
Fine Arts	SGR 4	3			0
		Semester Credit Hours: 16			Semester Credit Hours: 15
<u>Second Year - 1st Semester</u>			<u>Second Year - 2nd Semester</u>		
MCOM 210 Basic News Writing or MCOM 330 Writing for Digital Media	Major	3	MCOM elective	Major	3
MCOM 495 Practicum	Major	2	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: 15			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
					16
MCOM 341 Public Relations Writing or MCOM elective	Major	3			Semester Credit Hours: 16
		Semester Credit Hours: 16	<u>Fourth Year - 2nd Semester</u>		
<u>Fourth Year - 1st Semester</u>			MCOM 442 Integrated Marketing Communications	Major	3
MCOM 400 Research Methods	Major	3	Elective		2
Minor	BS	6	Minor	BS	6
Elective		6			
		Semester Credit Hours: 15			Semester Credit Hours: 11
					Total Major Requirements 120

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