

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

[2021-2022 Academic Catalog]

**First Year - 1st Semester**

MCOM 151 Intro to Mass Communication  
 Mathematics  
 ENGL 101 Composition I  
 Foreign Language: 101  
 MCOM 495 Practicum

SGR/Major Requirement	Cr Hrs
SGR 4+M	3
SGR 5	3
SGR 1	3
BA	4
Major	1
<b>Semester Credit Hours:</b>	<b>14</b>

**First Year - 2nd Semester**

MCOM 161 Graphic Communication  
 MCOM 331 Video Production  
 CMST 101 Fundamentals of Speech  
 Foreign Language: 102  
 ENGL 210 Introduction to Literature

SGR/Major Requirement	Cr Hrs
Major	3
Major	3
SGR 2	3
BA	4
BA	3
<b>Semester Credit Hours:</b>	<b>16</b>

**Second Year - 1st Semester**

MCOM 210 Basic News Writing or MCOM 330  
 Writing for Digital Media  
 MCOM 495 Practicum  
 \*MCOM 243 Public Relations Principles or MCC  
 Natural Science  
 Social Science

SGR/Major Requirement	Cr Hrs
Major	3
Major	1
Major	3
SGR 6	4
SGR 3	3
<b>Semester Credit Hours:</b>	<b>14</b>

**Second Year - 2nd Semester**

\*MCOM 371 Advertising Copy and Layout or MCOM  
 Advanced Composition  
 Fine Arts  
 Natural Science  
 Social Science

SGR/Major Requirement	Cr Hrs
Major	3
SGR 1	3
SGR 4	3
SGR 6	4
SGR 3	3
<b>Semester Credit Hours:</b>	<b>16</b>

**Third Year - 1st Semester**

MCOM 342 Strategic Communication  
 MCOM 341 Public Relations Writing or MCOM  
 upper elective  
 Additional Social Sci/Humanities  
 Minor  
 Elective

SGR/Major Requirement	Cr Hrs
Major	3
Major	3
BA	3
BA	3
	3
<b>Semester Credit Hours:</b>	<b>15</b>

**Third Year - 2nd Semester**

MCOM 402 Media Law & Ethics  
 MCOM upper elective  
 Minor  
 Additional Social Science/Humanities

SGR/Major Requirement	Cr Hrs
Major	3
Major	3
BA	6
BA	3
<b>Semester Credit Hours:</b>	<b>15</b>

**Fourth Year - 1st Semester**

MCOM 400 Research Methods  
 Minor  
 Elective

SGR/Major Requirement	Cr Hrs
Major	3
BA	3
	9
<b>Semester Credit Hours:</b>	<b>15</b>

**Fourth Year - 2nd Semester**

MCOM 442 Integrated Marketing Campaigns  
 Minor  
 Elective

SGR/Major Requirement	Cr Hrs
Major	3
BA	6
	6
<b>Semester Credit Hours:</b>	<b>15</b>

**Total Major Requirements 120**

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