

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

[2021-2022 Academic Catalog]

First Year - 1st Semester

MCOM 151 Intro to Mass Communication
 Mathematics
 ENGL 101 Composition I
 MCOM 495 Practicum
 Social Science
 Fine Arts

SGR/Major Requirement	Cr Hrs
SGR 4+M	3
SGR 5	3
SGR 1	3
Major	1
SGR 3	3
SGR 4	3
Semester Credit Hours:	16

First Year - 2nd Semester

MCOM 161 Graphic Communication
 MCOM 331 Video Production
 Mathematics
 ENGL 210 Introduction to Literature
 CMST 101 Fundamentals of Speech

SGR/Major Requirement	Cr Hrs
Major	3
Major	3
BS	4
BS	3
SGR 2	3
	0
Semester Credit Hours:	16

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 MCOM 370 Advertising Principles *
 Natural Science
 Statistics

SGR/Major Requirement	Cr Hrs
Major	3
Major	1
Major	3
SGR 6	4
BS	3
Semester Credit Hours:	14

Second Year - 2nd Semester

MCOM 371 Advertising Copy and Layout or MCOM elective*
 MCOM elective
 Advanced Composition
 Natural Science
 Social Science

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

Third Year - 1st Semester

MCOM 342 Strategic Communication
 MCOM 341 Public Relations Writing or MCOM elective
 Additional Science
 Minor
 Elective

SGR/Major Requirement	Cr Hrs
Major	3
Major	3
BS	4
BS	3
	3
Semester Credit Hours:	16

Third Year - 2nd Semester

MCOM 402 Media Law & Ethics
 MCOM Upper-level Elective
 Additional Science
 Minor
 Elective

SGR/Major Requirement	Cr Hrs
Major	3
Major	3
BS	3
BS	3
	3
Semester Credit Hours:	15

Fourth Year - 1st Semester

MCOM 400 Research Methods
 Minor
 Elective

SGR/Major Requirement	Cr Hrs
Major	3
BS	6
	6
Semester Credit Hours:	15

Fourth Year - 2nd Semester

MCOM 442 Integrated Marketing Communications
 Elective
 Minor

SGR/Major Requirement	Cr Hrs
Major	3
	3
BS	6
Semester Credit Hours:	12

Total Major Requirements 120

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