

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



[2018-2019 Academic Catalog]

<u>Year / Semester</u>	SGR/Major Requirement	Cr Hrs	<u>Year / Semester</u>	SGR/Major Requirement	Cr Hrs	
<b><u>First Year - 1st Semester</u></b>			<b><u>First Year - 2nd Semester</u></b>			
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 495 Practicum or MCOM 101 Media Exp	Major	1	MCOM 331 Video Production	Major	3	
<b>Semester Credit Hours: 14</b>			<b>Semester Credit Hours: 16</b>			
<b><u>Second Year - 1st Semester</u></b>			<b><u>Second Year - 2nd Semester</u></b>			
MCOM 210 Basic News Writing	Major	3	ENGL 203 Grammar or Additional Social Sci/Humanit	Major	3	
MCOM 495 Practicum	Major	1	Advanced Composition	SGR 1	3	
Natural Science	SGR 6	4	Natural Science	SGR 6	4	
Social Science	SGR 3	3	MCOM 371 Advertising Copy and Layout	Major	3	
MCOM upper elective	Major	3	Additional Social Science/Humanities	BA	3	
<b>Semester Credit Hours: 14</b>			<b>Semester Credit Hours: 16</b>			
<b><u>Third Year - 1st Semester</u></b>			<b><u>Third Year - 2nd Semester</u></b>			
MCOM 342 Strategic Communication	Major	3	MCOM 402 Media Law & Ethics	Major	3	
MCOM upper elective	Major	3	MCOM upper elective	Major	3	
Fine Arts	SGR 4	3	Minor	BA	6	
Minor	BA	3	Elective	BA	3	
Social Science	SGR 3	3			0	
<b>Semester Credit Hours: 15</b>			<b>Semester Credit Hours: 15</b>			
<b><u>Fourth Year - 1st Semester</u></b>			<b><u>Fourth Year - 2nd Semester</u></b>			
MCOM 400 Research Methods	Major	3	MCOM 442 Integrated Marketing Campaigns	Major	3	
Minor	BA	3	Minor	BA	6	
Elective		9	Elective		6	
<b>Semester Credit Hours: 15</b>			<b>Semester Credit Hours: 15</b>			
					<b>Total Major Requirements</b>	<b>120</b>

Notes: MCOM 341 Public Relations is available in the fall in place of MCOM 371 in the fall.