

University of South Dakota
Major Credit Hour count: 38-41

Major: Media & Journalism, B.A. with Specialization in Strategic Communication

[2022-2023 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>		
MCOM 151 Intro to Mass Communication	SGR 4+M	3	MCOM 161 Graphic Communication	Major	3
Mathematics	SGR 5	3	MCOM 331 Video Production	Major	3
ENGL 101 Composition I	SGR 1	3	CMST 101 Fundamentals of Speech	SGR 2	3
Foreign Language: 101	BA	4	Foreign Language: 102	BA	4
MCOM 495 Practicum	Major	1	ENGL 210 Introduction to Literature	BA	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 Writing for Digital Media	Major	3	*MCOM 371 Advertising Copy and Layout or MCOM elective	Major	3
MCOM 495 Practicum	Major	1	Advanced Composition	SGR 1	3
*MCOM 243 Public Relations Principles or MCOM 370 Advertising Principles	Major	3	Fine Arts	SGR 4	3
Natural Science	SGR 6	4	Natural Science	SGR 6	4
Social Science	SGR 3	3	Social Science	SGR 3	3
Semester Credit Hours: 14			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
MCOM 341 Public Relations Writing or MCOM upper elective	Major	3	MCOM upper elective	Major	3
Additional Social Sci/Humanities	BA	3	Minor	BA	6
Minor	BA	3	Additional Social Science/Humanities	BA	3
Elective		3			0
Semester Credit Hours: 15			Semester Credit Hours: 15		
<u>Fourth Year - 1st Semester</u>			<u>Fourth Year - 2nd Semester</u>		
MCOM 400 Research Methods	Major	3	MCOM 442 Integrated Marketing Campaigns	Major	3
Minor	BA	3	Minor	BA	6
Elective		9	Elective		6
Semester Credit Hours: 15			Semester Credit Hours: 15		
					Total Major Requirements 120

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