

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

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

[2021-2022 Academic Catalog]

<u>Year / Semester</u>	SGR/Major Requirement	<u>Cr Hrs</u>	<u>Year / Semester</u>	SGR/Major Requirement	<u>Cr Hrs</u>	
<b><u>First Year - 1st Semester</u></b>			<b><u>First Year - 2nd Semester</u></b>			
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	Mathematics	BS	4	
MCOM 495 Practicum	Major	1	ENGL 210 Introduction to Literature	BS	3	
Social Science	SGR 3	3	CMST 101 Fundamentals of Speech	SGR 2	3	
Fine Arts	SGR 4	3			0	
	<b>Semester Credit Hours:</b>	<b>16</b>		<b>Semester Credit Hours:</b>	<b>16</b>	
<b><u>Second Year - 1st Semester</u></b>			<b><u>Second Year - 2nd Semester</u></b>			
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	MCOM elective	Major	3	
MCOM 243 Public Relations Principles or MCOM 370 Advertising Principles *	Major	3	Advanced Composition	SGR 1	3	
Natural Science	SGR 6	4	Natural Science	SGR 6	4	
Statistics	BS	3	Social Science	SGR 3	3	
	<b>Semester Credit Hours:</b>	<b>14</b>		<b>Semester Credit Hours:</b>	<b>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 341 Public Relations Writing or MCOM elective	Major	3	MCOM Upper-level Elective	Major	3	
Additional Science	BS	4	Additional Science	BS	3	
Minor	BS	3	Minor	BS	3	
Elective		3	Elective		3	
	<b>Semester Credit Hours:</b>	<b>16</b>		<b>Semester Credit Hours:</b>	<b>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 Communications	Major	3	
Minor	BS	6	Elective		3	
Elective		6	Minor	BS	6	
	<b>Semester Credit Hours:</b>	<b>15</b>		<b>Semester Credit Hours:</b>	<b>12</b>	
					<b>Total Major Requirements</b>	<b>120</b>

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