



**Bachelor of Arts**

**Major: Advertising**

**2021-2022 Sample 4-Year Plan**

**Total Degree Requirements: 120 credits**

Student \_\_\_\_\_ Student ID# \_\_\_\_\_ Student Phone # \_\_\_\_\_

Advisor \_\_\_\_\_ Minimum GPA 2.50 Minor/Career Interest(s) \_\_\_\_\_

Students are not limited to this plan; it is meant to be used as a guide for planning purposes in consultation with your advisor. The sample schedule is one possible path to completing your degree within four years. For official program requirements, please refer to the [Undergraduate Catalog](#).

**First Year**

**Fall**

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
AHSS 111	Introduction to Global Citizenship and Diversity		3		
ENGL 101	Composition I (SGR #1)	p. Placement	3		
MCOM 119	First-Year Seminar in Communication and Journalism		2	F	
Modern Foreign Language Course	Students must complete through the 202 level in an approved Modern Language (SGR #4).	Placement testing is required to determine proficiency level	4		
SGR #6	Natural Sciences		3		
<b>Total Credit Hours</b>			15		

**Spring**

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
MCOM 210-210L	Basic Newswriting and Lab	p. ENGL 101	3	F/S	
Modern Foreign	Students must complete through the 202 level in an	p. 101	4		
SGR #3	Social Sciences/Diversity	SGR #3 Non-ECON; satisfied by	3		
SGR #5	Mathematics	p. Placement	3		
CMST 101	Fundamentals of Speech (SGR #2)		3		
<b>Total Credit Hours</b>			16		

**Second Year**

**Fall**

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
SGR #1	Written Communication	p. ENGL 101	3		
MCOM 220-220L	Introduction to Digital Media and Lab		3	F/S	
Minor/2 <sup>nd</sup> Major Course			3		
Modern Foreign	Students must complete through the 202 level in an	p. 102	3		
SGR #6	Natural Sciences		3		
<b>Total Credit Hours</b>			15		

**Spring**

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
ECON 201	Principles of Microeconomics (SGR #3)	SGR #3 satisfied by coursework from 2 different disciplines	3		
MCOM 270	Data Analysis in Communication		3	F/S	
ADV 370	Advertising Principles		3	F/S	
Minor/2 <sup>nd</sup> Major Course			3		
Modern Foreign Language Course	Students must complete through the 202 level in an approved Modern Language.	p. 201	3		
<b>Total Credit Hours</b>			15		

**Third Year**

**Fall**

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
MCOM 331-331L	Video Production and Lab		3	F/S	
MCOM 416 or ADV 476	Mass Media and Society or Global and Multicultural Advertising	MCOM 416: Fall; ADV 476: Spring	0-3	F/S	

Information subject to change. This is not a contract.

p. = Course Prerequisite  
Semester: F = Fall, S = Spring, SU = Summer



Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
Major Elective	Select an approved major elective: ADV 314, ADV 411-411L, ADV 472, MCOM 219, MCOM 265-265L, MCOM 359-359L, MKTG 370, PUBR 345, CMST 422		3		
Minor/2 <sup>nd</sup> Major Course			3		
ADV 372-372L	Advertising Media Strategies and Lab	p. ADV 370	3	F	
<b>Total Credit Hours</b>			15		

**Spring**

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
ADV 371-371L	Advertising Copy and Design and Studio	p. MCOM 220	3	F/S	
Major Elective	Select an approved major elective: ADV 314, ADV 411-411L, ADV 472, MCOM 219, MCOM 265-265L, MCOM 359-359L, MKTG 370, PUBR 345, CMST 422		3		
Minor/2 <sup>nd</sup> Major Course			3		
General Elective			3-6		
<b>Total Credit Hours</b>			15		

**Summer**

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
MCOM 394	Internship		2-3		
<b>Total Credit Hours</b>			2-3		

**Fourth Year**

**Fall**

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
MCOM 430	Media Law		3	F/S	
Major Elective	Select an approved major elective: ADV 314, ADV 411-411L, ADV 472, MCOM 219, MCOM 265-265L, MCOM 359-359L, MKTG 370, PUBR 345, CMST 422		3		
Minor/2 <sup>nd</sup> Major Elective			3-6		
General Elective			3		
<b>Total Credit Hours</b>			15		

**Spring**

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
ADV 442-442L	Integrated Marketing Communication and Campaigns and Studio	Capstone	3	S	
ADV 476 or MCOM 416	Global and Multicultural Advertising or Mass Media and Society	ADV 476: Spring; MCOM 416: Fall	0-3	F/S	
Minor/2 <sup>nd</sup> Major Elective			3		
General Elective		As needed to reach 120 total credits	5-8		
<b>Total Credit Hours</b>			14		

**Comments/Notes**

Students from all academic majors can pursue graduation with Fishback Honors College distinction. View the [Honors program requirements](#).

As part of the College of Arts, Humanities and Social Sciences, students in this program must complete/earn:

- a minimum of 33 upper division credits (300-400 level courses)
- a capstone course in the major
- a designated diversity, equity, and inclusion course – AHSS 111 (or AIS 211 for teaching specialization students only)
- a minor, second major, or teaching specialization
- 6+ credits of Modern Foreign Language coursework, including completion of the 202-Level

As part of the Journalism and Mass Communication program, students must:

- Earn a minimum GPA of 2.50 and a minimum course grade of “C” or better in all major courses

Testing into a higher-level language course may reduce time to graduation. To begin coursework above the 101 level, take the free modern language placement test at <https://www.sdstate.edu/modern-languages-global-studies/mfl-placement-information> Students with any modern language experience are strongly encouraged to complete the placement test.