



**Bachelor of Science
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	
SGR #4	Arts and Humanities/Diversity	MCOM 151 suggested; SGR #4 satisfied by	3		
SGR #6	Natural Sciences		3-4		
Total Credit Hours			14-15		

Spring

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
MCOM 210-210L	Basic Newswriting and Lab	p. ENGL 101	3	F/S	
SGR #3	Social Sciences/Diversity	SGR #3 Non-ECON; satisfied by	3		
SGR #5	Mathematics	p. Placement	3		
SGR #6	Natural Sciences		3		
CMST 101	Fundamentals of Speech (SGR #2)		3		
Total Credit Hours			15		

Second Year

Fall

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
Natural Science Course		See AHSS Natural Science list in the catalog	3		
SGR #1	Written Communication	p. ENGL 101	3		
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		
MCOM 220-220L	Introduction to Digital Media and Lab		3	F/S	
Minor/2 nd Major Course			3		
Total Credit Hours			15		

Spring

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
MCOM 270	Data Analysis in Communication		3	F/S	
ADV 370	Advertising Principles		3	F/S	
Minor/2 nd Major Course			3		
ECON 201	Principles of Microeconomics (SGR#3)	SGR #3 satisfied by coursework from 2 different disciplines	3		
SGR #4	Arts and Humanities/Diversity	SGR #4 satisfied by coursework from 2 different disciplines	3		
Total Credit Hours			15		

Third Year

Fall

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
ADV 372-372L	Advertising Media Strategies and Lab	p. ADV 370	3	F	
MCOM 331-331L	Video production and Lab		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		
MCOM 416 or ADV 476	Mass Media and Society or Global and Multicultural Advertising	MCOM 416: Fall; ADV 476: Spring	0-3	F/S	
Minor/2 nd Major Course			3		
Total Credit Hours			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 nd Major Elective			3		
General Elective			3-6		
Total Credit Hours			15		

Summer

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
MCOM 394 or MCOM 494	Internship		2-3		
Total Credit Hours			2-3		

Fourth Year

Fall

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
MCOM 430	Media Law		3	F/S	
General Elective		Taken as needed to reach 120 credits.	3-6		
Minor/2 nd Major Elective			3-6		
Total Credit Hours			15		

Spring

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
ADV 442-442L	Integrated Marketing Communication and Campaigns and Studio	Capstone course	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 nd Major Elective			3		
General Elective		As needed to reach 120 total credits	5-8		
Total Credit Hours			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
- Natural Sciences Coursework: 10+ credits in any two lab sciences; must include two prefixes.

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.