



Bachelor of Arts

Major: Public Relations

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		
Total Credit Hours			15		

Spring

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
MCOM 210-210L	Basic Newswriting and Lab	p. ENGL 101	3		
Modern Foreign Language Course	Students must complete through the 202 level in an approved Modern Language (SGR #4)	p. 101	4		
CMST 101	Fundamentals of Speech (SGR #2)		3		
SGR #3	Social Sciences/Diversity	SGR #3 satisfied by coursework from 2 different disciplines; CMST 201 recommended	3		
SGR #5	Mathematics	p. Placement	3		
Total Credit Hours			16		

Second Year

Fall

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
ENGL 201	Composition II	p. ENGL 101	3		
MCOM 220-220L	Introduction to Digital Media and Lab		3	F/S	
Modern Foreign Language Course	Students must complete through the 202 level in an approved Modern Language	p. 102	3		
SGR #6	Natural Sciences		3		
PUBR 243	Public Relations Principles		3		
Total Credit Hours			15		

Spring

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
MCOM 270	Data Analysis in Communication		3	F/S	
Modern Foreign Language Course	Students must complete through the 202 level in an approved Modern Language	p. 201	3		
ECON 201	Principles of Microeconomics (SGR #3)	SGR #3 satisfied by coursework from 2 different disciplines	3		
Major Elective	Select an approved major elective: ADV 314, 371-371L, LMNO 201, HMG T 355, MCOM 219, MCOM 265-265L, MCOM 266-266L, MCOM 359-359L, PUBR 472, CMST 215, CMST 311, CMST 422		3		
Minor/2 nd Major Course			3		
Total Credit Hours			15		



Third Year

Fall

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
PUBR 411-411L	Media Analytics and Studio		3	F	
MCOM 416 or ADV 476 or CMST 470	Mass Media and Society or Global and Multicultural Advertising or Intercultural Communication	MCOM 416: Fall; ADV 476: Spring; CMST 470: Fall.	0-3	F/S	
PUBR 345	Public Relations Writing		3	F	
Minor/2 nd Major Course			3		
General Elective			3-6		
Total Credit Hours			15		

Spring

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
Major Elective	Select an approved major elective: ADV 314, ADV 371-371L, LMNO 201, HMGH 355, MCOM 219, MCOM 265-265L, MCOM 266-266L, MCOM 359-359L, PUBR 472, CMST 215, CMST 311, CMST 422		3		
MCOM 331-331L	Video Production and Lab		3	F/S	
Minor/2 nd Major Elective			3		
General Elective			3-6		
Total Credit Hours			12-15		

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	
Major Elective	Select an approved major elective: ADV 314, 371-371L, LMNO 201, HMGH 355, MCOM 219, MCOM 265-265L, MCOM 266-266L, MCOM 359-359L, PUBR 472, CMST 215, CMST 311, CMST 422		3		
Minor/2 nd Major Course			3-6		
General Elective			3-6		
Total Credit Hours			15		

Spring

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
ADV 476 or MCOM 416 or CMST 470	Global and Multicultural Advertising or Mass Media and Society or Intercultural Communication	ADV 476: Spring; MCOM 416: Fall; CMST 470: Fall.	0-3	F/S	
PUBR 442-442L	Integrated Marketing Communication and Campaigns and Studio	Capstone	3	S	
Minor/2 nd Major Course			3		
General Elective			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
- 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.

Information subject to change. This is not a contract.

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