



Bachelor of Science
Major: Advertising
2023-2024 Sample 4-Year Plan

Total Degree Requirements: 120 credits

Student Student ID# Student Phone #

Advisor Minimum GPA 2.00 overall (2.50 major) 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

Table with 6 columns: Prefix + Number, Course Title, Prerequisites/Comments, Credits, Semester, Grade. Rows include General Elective, MCOM 119, SGR #1, SGR #4, SGR #6, and Total Credit Hours.

Spring

Table with 6 columns: Prefix + Number, Course Title, Prerequisites/Comments, Credits, Semester, Grade. Rows include MCOM 210, SGR #2, SGR #3, SGR #5, SGR #6, and Total Credit Hours.

Second Year

Fall

Table with 6 columns: Prefix + Number, Course Title, Prerequisites/Comments, Credits, Semester, Grade. Rows include MCOM 220, Major Elective, SGR #1, Natural Science Course, Minor/2nd Major Course, and Total Credit Hours.

Spring

Table with 6 columns: Prefix + Number, Course Title, Prerequisites/Comments, Credits, Semester, Grade. Rows include ADV 370, ECON 201, MCOM 270, SGR #4, Minor/2nd Major Course, and Total Credit Hours.



Third Year

Fall

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
ADV 372	Advertising Media Strategies	p. ADV 370	3	F	
MCOM 331	Video production		3	F/S	
Major Elective	Select an approved major elective: ADV 314, ADV 411, ADV 472, MCOM 219, MCOM 265, 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	Advertising Copy and Design	p. MCOM 220	3	F/S	
Major Elective	Select an approved major elective: ADV 314, ADV 411, ADV 472, MCOM 219, MCOM 265, 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		3		
Total Credit Hours			3		

Fourth Year

Fall

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
ADV 476 or MCOM 416	Global and Multicultural Advertising or Mass Media and Society	ADV 476: Spring; MCOM 416: Fall	0-3	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	Integrated Marketing Communication and Campaigns (NSAC)	Capstone course	3	S	
MCOM 430	Media Law		3	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 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 major 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/school-american-and-global-studies/language-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