



**Bachelor of Arts**

**Major: Public Relations**

**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**

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
General Elective			3		
SGR #1	Written Communication	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		

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
MCOM 210	Basic Media Writing	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		
SGR #2	Oral Communication		3		
SGR #3	Social Sciences	SGR #3 satisfied by coursework from 2 different disciplines; CMST 201 recommended	3		
SGR #5	Mathematics	p. Placement	3		
<b>Total Credit Hours</b>			16		

**Second Year**

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
SGR #1	Written Communication	p. ENGL 101	3		
MCOM 220	Introduction to Digital Media		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		
<b>Total Credit Hours</b>			15		

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 satisfied by coursework from 2 different disciplines	3		
Major Elective	Select an approved major elective: ADV 314, ADV 371, LMNO 201, HMGY 355, MCOM 219, MCOM 265, MCOM 266, PUBR 472, CMST 215, CMST 311, CMST 422		3		
Minor/2 <sup>nd</sup> Major Course			3		
<b>Total Credit Hours</b>			15		



**Third Year**

**Fall**

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
PUBR 411	Media Analytics		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/Spring	0-3	F/S	
PUBR 345	Public Relations Writing	p. MCOM 210	3	F	
Minor/2 <sup>nd</sup> Major Course			3		
General Elective			3-6		
<b>Total Credit Hours</b>			<b>15</b>		

**Spring**

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

**Summer**

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

**Fourth Year**

**Fall**

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		0-3	F/S	
Major Elective	Select an approved major elective: ADV 314, ADV 371, LMNO 201, HMG T 355, MCOM 219, MCOM 265, MCOM 266, PUBR 472, CMST 215, CMST 311, CMST 422		3		
Minor/2 <sup>nd</sup> Major Course			3-6		
General Elective			3-6		
<b>Total Credit Hours</b>			<b>15</b>		

**Spring**

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
MCOM 430	Media Law		3	F/S	
PUBR 442	Integrated Marketing Communication and Campaigns	Capstone	3	S	
Minor/2 <sup>nd</sup> Major Course			3		
General Elective			5-8		
<b>Total Credit Hours</b>			<b>14</b>		

**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
- 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/school-american-and-global-studies/language-placement-information> Students with any modern language experience are strongly encouraged to complete the placement test.