



Bachelor of Science

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

Fall

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	
SGR #4	Arts and Humanities/Diversity	MCOM 151 suggested; SGR #4 satisfied by coursework from 2 different disciplines	3		
SGR #6	Natural Sciences		3-4		
Total Credit Hours			14-15		

Spring

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
MCOM 210	Basic Media Writing	p. ENGL 101	3	F/S	
ECON 201	Principles of Microeconomics	SGR #3 satisfied by coursework from 2 different disciplines	3		
SGR #5	Mathematics	p. Placement	3		
SGR #6	Natural Sciences		3		
SGR #2	Oral Communication		3		
Total Credit Hours			15		

Second Year

Fall

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
SGR #2	Written Communication	p. ENGL 101	3		
MCOM 220	Introduction to Digital Media		3	F/S	
Natural Science Course		See AHSS Natural Science list in the catalog	3		
SGR #4	Arts and Humanities/Diversity	SGR #4 satisfied by coursework from 2 different disciplines	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	S	
SGR #3	Social Sciences/Diversity	SGR #3 satisfied by coursework from 2 different disciplines; non-ECON; CMST 201 recommended	3		
Major Elective	Select an approved major elective: ADV 314, ADV 371, LMNO 201, HMGH 355, MCOM 219, MCOM 265, MCOM 266, PUBR 472, CMST 215, CMST 311, CMST 422		3		
Minor/2 nd Major Course			6		
Total Credit Hours			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 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, LMNO 201, HMG 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 nd Major Course			6		
General Elective			3		
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
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 355, MCOM 219, MCOM 265, MCOM 266, PUBR 472, CMST 215, CMST 311, CMST 422		3		
General Elective			6-9		
Total Credit Hours			12-15		

Spring

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
MCOM 430	Media Law		3	S	
PUBR 442	Integrated Marketing Communication and Campaigns	Capstone	3	S	
General Elective			8-11		
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/modern-languages-global-studies/mfl-placement-information> Students with any modern language experience are strongly encouraged to complete the placement test.