



Bachelor of Arts

Major: Public Relations

2024-2025 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 |
|--------------------------------|---|--|---------|----------|-------|
| 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 #1 | Written Communication | p. Placement | 3 | | |
| SGR #6 | Natural Sciences | | 3 | | |
| General Elective | | | 3 | | |
| Total Credit Hours | | | 15 | | |

Spring

| 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 | | |
| Total Credit Hours | | | 16 | | |

SECOND YEAR

Fall

| Prefix + Number | Course Title | Prerequisites/Comments | Credits | Semester | Grade |
|--------------------------------|--|------------------------|---------|----------|-------|
| 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 | | |
| PUBR 243 | Public Relations Principles | | 3 | | |
| SGR #1 | Written Communication | p. ENGL 101 | 3 | | |
| SGR #6 | Natural Sciences | | 3 | | |
| Total Credit Hours | | | 15 | | |

Spring

| Prefix + Number | Course Title | Prerequisites/Comments | Credits | Semester | Grade |
|------------------------------------|---|---|---------|----------|-------|
| ECON 201 | Principles of Microeconomics | SGR #3 satisfied by coursework from 2 different disciplines | 3 | | |
| 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 | | |
| 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 nd Major Course | | | 3 | | |
| 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 | | |

Information subject to change. This is not a contract.

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



Spring

| Prefix + Number | Course Title | Prerequisites/Comments | Credits | Semester | Grade |
|--------------------------------------|---|------------------------|---------|----------|-------|
| 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 | | |
| MCOM 331 | Video Production | | 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 | Instructor Permission Required | 3 | | |
| Total Credit Hours | | | 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, HMGY 355, MCOM 219, MCOM 265, MCOM 266, 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 |
|------------------------------------|--|------------------------|---------|----------|-------|
| MCOM 430 | Media Law | | 3 | F/S | |
| PUBR 442 | Integrated Marketing Communication and Campaigns | 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 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
- ADV 442 and PUBR 442 are equivalent courses in this major. Students must only take one of these courses in their program of study.
- ADV 472 and PUBR 472 are equivalent courses in this major. Students must only take one of these courses in their program of study.

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.