SOUTH DAKOTA STATE UNIVERSITY

Bachelor of Science
Major: Advertising
2025-2026 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		
MCOM 119	First-Year Seminar in Communication and Journalism		2	F	
SGR #1	Written Communication	p. Placement	3		
SGR #4	Arts and Humanities	MCOM 151 suggested; SGR #4 satisfied by coursework from 2 different disciplines	3		
SGR #6	Natural Sciences		4		
		Total Credit Hours	15		

Spring

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
MCOM 210	Basic Media Writing	p. ENGL 101	3	F/S	
SGR #2	Oral Communication		3		
SGR #3	Social Sciences	SGR #3 satisfied by coursework from 2 disciplines; one must fulfill civics requirement	3		
SGR #5	Mathematics	p. Placement	3		
SGR #6	Natural Sciences		4		
		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	
Major Elective	Select an approved major elective: ADV 314, ADV 411, ADV 472, MCOM 219, MCOM 265, MKTG 370, PUBR 345, CMST 422		3		
SGR #1	Written Communication	p. ENGL 101	3		
Natural Science Course		See AHSS Natural Science list in the catalog	3		
Minor/2nd Major Course			3		
		Total Credit Hours	15		

Spring

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
ADV 370	Advertising Principles		3	F/S	
ECON 201	Principles of Microeconomics (SGR#3)		3		
MCOM 270	Data Analysis in Communication		3	F/S	
SGR #4	Arts and Humanities	SGR #4 satisfied by coursework from 2 different disciplines	3		
Minor/2nd Major Course			3		
		Total Credit Hours	15		

Information subject to change. This is not a contract.

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

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THIRD YEAR

Fall

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
ADV 372	Advertising Media Strategies	p. ADV 370	3	F/S	
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/2nd 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/2nd Major Elective			3		
General Electives			3-6		
		Total Credit Hours	15		

Summer

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
MCOM 394 or MCOM 494	Internship	Department Permission Required	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 Electives		Taken as needed to reach 120 credits.	3-6		
Minor/2nd 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)	Department Permission Required; Capstone	3	S	
MCOM 430	Media Law		3	S	
Minor/2nd Major Elective			3		
General Electives		As needed to reach 120 total credits	3-6		
		Total Credit Hours	12-15		

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

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