



Winona State University
Four-Year Program Map

Created on 6/1/2018
 Effective Fall 2017

Program: Mass Communication (BA MCPR)
Emphasis (optional): Public Relations (minor required)

Fall Semester				Spring Semester			
	Course	Requirement Met	SH		Course	Requirement Met	SH
Year 1	ENG 111 or CMST 191/192	GE Goal 1	3-4	ENG 111 or CMST 191/192	GE Goal 1	3-4	
	MCOM 100 Media & Society or other GE Goal 9	GE Goal 9	3	General Education Course	GE Goal 3	4	
	MATH/STAT 1xx	GE Goal 4	3	General Education Course	GE Goal 5	3	
	General Education Course	GE Goal 5	4	General Education Course	GE Goal 6	3	
	Orientation	Recommended	1	General Education Course	GE Goal 8	3	
	Physical Development/Wellness	PDW	1				
	NOTE:				NOTE: GE Goal courses can be taken in any semester.		
First-Year Fall Semester Credit Hour Total			15-16	First-Year Spring Semester Credit Hour Total			16-17
Year 2	General Education Course	GE Goal 5	3	General Education Course	GE Goal 6	3	
	General Education Course	GE Goal 6	3	General Education Course	GE Goal 7	3	
	General Education Course	GE Goal 3	3	MCOM 210 Visual Communication	Major/CAI	3	
	MCOM 172 Print/Web Production	Major	3	MCOM 339 Strat. Social Media	Major	3	
	MCOM 240 Principles of Public Relations	Major	3	Physical Development/Wellness	PDW	1	
NOTE: All MCOM courses must be taken for a grade. An overall GPA of 2.50 is required for this major. Students must earn a grade of "C" or better in major courses.				NOTE: Students must earn a minimum of 40 credits at the 300-400 level. At least 12 credits of MCOM 300-400 level coursework must be taken at WSU.			
Second-Year Fall Semester Credit Hour Total			15	Second-Year Spring Semester Credit Hour Total			13
Year 3	MCOM 345 PR Writing	Major	3	MCOM 346 PR Techniques/Strategies	Major	3	
	MCOM Core Elective*	Major elective	3	MCOM Core Elective	Major elective	3	
	MCOM 308 Research in Mass Media	Major	3	MCOM 400 Mass Communication Theory	Major/WI	3	
	General Education Course	GE Goal 10	3	Elective/Minor course	Gen Elec / Minor	3	
	Elective/Minor course	Gen Elec / Minor	3	Elective/Minor course	Gen Elec / Minor	3	
NOTE: MCOM 305 or 450 will meet Writing Intensive. This major requires a minor. The minor cannot be in this option, nor can it be the general MCOM minor. The number of credits a minor requires varies.				NOTE:			
Third-Year Fall Semester Credit Hour Total			15	Third-Year Spring Semester Credit Hour Total			15
Year 4	MCOM 405 Issues and Ethics	Major/OI	3	MCOM 440 Public Relations Campaigns	Major	3	
	MCOM 340 PR Cases	Major	3	MCOM Public Relations Elective	Major elective	3	
	MCOM Public Relations Elective	Major elective	3	Elective/Minor course	Gen Elec / Minor	3	
	Elective/Minor course	Gen Elec / Minor	3	Elective/Minor course	Gen Elec / Minor	3	
	Elective/Minor course	Gen Elec / Minor	3	Elective/Minor course	Gen Elec / Minor	3	
				MCOM 499 Portfolio	Major	0	
NOTE: A 2.5 GPA is required for all MCOM classes EXCEPT 100, 115, 172, 173, 210, 221, 240, 243, 260, 271, and 274. Some MCOM classes are restricted to MCOM and selected other majors/minors. Please see a MCOM adviser.							
Fourth-Year Fall Semester Credit Hour Total			15	Fourth-Year Spring Semester Credit Hour Total			15

Total Credit Hours (SH): 120