



Winona State University  
**Four-Year Program Map**

Created on 5/31/2018  
 Effective Fall 2016

**Program:** Mass Communication (BA MCAD)  
**Emphasis (optional):** Advertising (minor required)

Fall Semester				Spring Semester			
	Course	Requirement Met	SH		Course	Requirement Met	SH
<b>Year 1</b>	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.		
<b>First-Year Fall Semester Credit Hour Total</b>			<b>15-16</b>	<b>First-Year Spring Semester Credit Hour Total</b>			<b>16-17</b>
<b>Year 2</b>	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 173 Audio/Video Production	Major	3	
	MCOM 172 Print/Web Production	Major	3	MCOM 210 Visual Communication	Major/CAI	3	
	MCOM 260 Principles of Advertising	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:		
<b>Second-Year Fall Semester Credit Hour Total</b>			<b>15</b>	<b>Second-Year Spring Semester Credit Hour Total</b>			<b>13</b>
<b>Year 3</b>	MCOM 360 Advertising Copy Writing	Major	3	MCOM 361 Media Planning & Buying	Major	3	
	MCOM Core Elective*	Major elective	3	MCOM Ad Elective	Major elective	3	
	MCOM 308 Research in Mass Media	Major/WI	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 MCOM 450 meets 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: 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.		
<b>Third-Year Fall Semester Credit Hour Total</b>			<b>15</b>	<b>Third-Year Spring Semester Credit Hour Total</b>			<b>15</b>
<b>Year 4</b>	MCOM 362 Advertising Design	Major	3	MCOM 460 Advertising Campaigns	Major	3	
	MCOM Core Elective	Major elective	3	MCOM 405 Media Issues/Ethics	Major/OI	3	
	MCOM Ad 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	
	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.						
<b>Fourth-Year Fall Semester Credit Hour Total</b>			<b>15</b>	<b>Fourth-Year Spring Semester Credit Hour Total</b>			<b>15</b>

Total Credit Hours (SH): 120

Guide to 4 Year Major Maps

- 4 Year Major Maps are intended to show a recommended four-year pathway to a degree. Students must be fulltime, college ready, and ready to declare a major to follow the map exactly as shown. Maps are only a sample; there may be other pathways that lead to completion of the degree in four years.
- Major Maps are NOT intended to take the place of meetings with advisors.
- Major Maps are NOT intended to take the place of the Degree Audit System (DARs).

All courses listed on a major map will be labelled as one or more of the following:

GE Goal	General Education Goal Area	Indicates that the course meets one of the 10 General Education Goals
Gen Elec	General Elective	Indicates that the course does not meet a General Education, Major or Minor requirement but does count toward the degree
Major	Major Requirement	Indicates that the course meets a Major requirement
Major Elec	Major Elective	Indicates that the course counts toward the major as an elective, must be chosen from list of approved courses
Minor	Minor Requirement	Indicates that the course meets a Minor requirement
CAI	Critical Analysis Intensive	Indicates that the course counts as a Critical Analysis Intensive
OI	Oral Intensive	Indicates that the course counts as an Oral Intensive
WI	Written Intensive	Indicates that the course counts as a Written Intensive
PDW	Personal Development and Wellness	Indicates that the course counts as a Personal Development and Wellness Requirement

General Education Goal Areas:

		Minimum credits required
Goal 1	Communication	7 credits
Goal 2	Critical Thinking (Met with completion of all other goal areas)	--
Goal 3	Natural Science	7 credits
Goal 4	Mathematics	3-4 credits
Goal 5	History, Social/Behavioral Sciences	9 credits
Goal 6	Humanities and Fine Arts	9 credits
Goal 7	Human Diversity	3 credits
Goal 8	Global Perspective	3 credits
Goal 9	Ethic and Civic Responsibility	3 credits
Goal 10	People and the Environment	3 credits

Graduation Requirements:

- Minimum of 120 total credits (semester hours) required for Bachelors' Degree
- Minimum of 40 General Education credits required
- Minimum of 40 Upper Division credits required
- Minimum of 30 Residence credits required in Junior/Senior years
- Minimum WSU cumulative grade point average of 2.00; some programs require higher grade point averages

Major Maps are not contracts. Winona State University reserves the right to make changes at any time, without prior notice, to programs, policies, procedures and information described in this major map. Students should consult the appropriate academic department or college for currently accurate program information.