



Winona State University
Four-Year Program Map

Created on 4/22/2024
Effective Fall 2024

Program: **Mass Communication/Strategic Communication 3+2 (BA MC)**
Emphasis (optional):

	Fall Semester			Spring Semester			Summer Term		
	Course	Requirement Met	SH	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	MCOM 210 Visual Communication	Major	3			
	MATH/STAT 1xx	GE Goal 4	3	General Education Course	GE Goal 3	4			
	General Education Course	GE Goal 5	3	General Education Course	GE Goal 5	3			
	OR 100 Orientation	Recommended	1	General Education Course	GE Goal 6	3			
	Physical Development/Wellness	PDW	1						
	<i>NOTE: GE Goal Courses can be taken in any semester</i>			<i>NOTE: All MCOM courses must be taken for a grade. Students must earn a C grade or better in major courses</i>					
First-Year Fall Semester Credit Hour Total			14-15	First-Year Spring Semester Credit Hour Total			16-17	First-Year Summer Term Credit Hour Total	
								0	
Year 2	MCOM 172 Print/Web Production	Major	3	MCOM 173 Audio/Video Production	Major	3			
	MCOM 250 Principles of Strategic Communication	Major	3	MCOM 221 Creative Digital Media Storytelling	Major	3			
	General Education Course	GE Goal 5	3	MCOM 345 Public Relations Writing	Major	3			
	General Education Course	GE Goal 6	3	General Education Course	GE Goal 6	3			
	General Education Course	GE Goal 3	3	General Education Course	GE Goal 7	3			
				Physical Development/Wellness	PDW	1			
	<i>NOTE: MCOM 250 is the prerequisite for MCOM 340, 345, 360, and 361</i>			<i>NOTE: MCOM 221 is the prerequisite for MCOM 271 and 307; MCOM 345 is the prerequisite for MCOM 346</i>					
Second-Year Fall Semester Credit Hour Total			15	Second-Year Spring Semester Credit Hour Total			16	Second-Year Summer Term Credit Hour Total	
								0	
Year 3	MCOM 271 Interactive Environments	Major	3	MCOM 274 Creative Digital Audio-Video Production	Major	3	MCOM 399 Internship	Major	3
	MCOM 308 Research in Mass Media	Major/WI	3	MCOM 371 Advanced Interactive Environments	Major	3			
	MCOM 339 Strategic Social Media	Major	3	MCOM 340 Public Relations Cases	Major	3			
	MCOM 346 Public Relations Techniques and Strategies	Major	3	MCOM 360 Advertising Copy Writing	Major	3			
	General Education Course	GE Goal 10	3	General Education Course	Goal 8	3			
	<i>NOTE: MCOM 271 and 173 are prerequisites for MCOM 274</i>			<i>NOTE: MCOM 360 is the prerequisite for MCOM 362</i>					
	Third-Year Fall Semester Credit Hour Total			15	Third-Year Spring Semester Credit Hour Total			15	Third-Year Summer Term Credit Hour Total
								3	
Year 4	MCOM 307 Creative Digital Media Lab	Major	3	MCOM 400 Mass Communication Theory	Major/WI	3			
	MCOM 361 Advertising Media Planning & Buying	Major	3	MCOM 405 Mass Media Issues and Ethics	Major/OI	3			
	MCOM 362 Advertising Design	Major	3	MCOM 480 Campaigns	Major	3			
	MCOM 349 Advanced Audio-Video Production	Major	3	MCOM 499 Assessment Portfolio	Major	0			
	MCOM 550 Global Perspectives	Major	3	MCOM 535 Special Topics in Mass Communication	Major	3			
	<i>NOTE:</i>			<i>NOTE:</i>			<i>NOTE:</i>		
	Fourth-Year Fall Semester Credit Hour Total			15	Fourth-Year Spring Semester Credit Hour Total			12	Fourth-Year Spring Semester Credit Hour Total
								0	

Total Credit Hours (SH): 122

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 full-time, 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 (DARs/uAchieve).

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.