

University Name: Winona State University

Award: BA Degree: Mass Communication: Advertising

Total Credits: 60

3 <sup>rd</sup> Year/Fall Semester		
Course No.	Course Name	Credits
MCOM 172	Print & Web Production	3
MCOM 210	Visual Communication	3
MCOM 260	Principles of Advertising	3
MCOM 308	Mass Media Research	3
	Minor 300-400 level Course	3
Semester Credits Total		15
Notes: A minor is required of all MCOM majors. The number of credits a minor requires varies, however, a minor in a MCOM option other than the declared major may be completed with as few as 12 credits. Students choosing to complete a minor outside of the MCOM Department may complete more than 60 credits at WSU. Students must maintain good academic standing in the university and have a minimum of 2.50 GPA overall and a C or better in major coursework. A minimum of 40 credits at the 300-400 level is required to earn a degree.		

3 <sup>rd</sup> Year/Spring Semester		
Course No.	Course Name	Credits
MCOM 173	Audio-Video Production	3
MCOM 360	Advertising Copy Writing	3
MCOM 362	Advertising Design	3
	Minor 300-400 level Course	3
	Minor 300-400 level Course	3
Semester Credits Total		15
Notes: Students must complete a minimum of 12 credits of 300-400 level MCOM courses at WSU. WSU requires 2 credits of Physical Development & Wellness and 12 credits of upper-level intensive courses. Intensives are often included in major course requirements; check with your advisor.		

4 <sup>th</sup> Year/Fall Semester		
Course No.	Course Name	Credits
MCOM 361	Media Planning and Buying	3
MCOM 400	Mass Communication Theory	3
MCOM 300, 305, 450, or MKTG 300	MCOM Core Elective Course	3
	Physical Development/Wellness Course	3
	Minor Course	3
Semester Credits Total		15
Notes:		

4 <sup>th</sup> Year/Spring Semester		
Course No.	Course Name	Credits
MCOM 405	Mass Media Issues and Ethics	3
MCOM 460	Advertising Campaigns	3
MCOM 300, 305, 450, or MKTG 300	MCOM Core Elective Course	3
	Minor or Elective 300-400 level Course	3
	Minor or Elective 300-400 level Course	3
MCOM 499	Assessment Portfolio	0
Semester Credits Total		15
Notes: This major requires 6 credits of Advertising electives.		