



Winona State University
Four-Year Program Map

Created on 12/29/20
 Effective Fall 2020

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

Fall Semester				Spring Semester			
	Course	Requirement Met	SH	Course	Requirement Met	SH	
Year 1	ENG 111 or CMST 191/192	G.E. Goal 1	3-4	ENG 111 or CMST 191/192	G.E. Goal 1	3-4	
	MCOM 100 Media & Society or other GE Goal 9	G.E. Goal 9	3	General Education	G.E. Goal 3	4	
	MATH/STAT 1xx	G.E. Goal 4	3	General Education	G.E. Goal 5	3	
	General Education	G.E. Goal 5	4	General Education	G.E. Goal 6	3	
	Orientation	Degree	1	General Education	G.E. Goal 8	3	
	General Ed/Physical Wellness	G.E.	1	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		
Year 2	General Education	G.E. Goal 5	3	General Education	G.E. Goal 6	3	
	General Education	G.E. Goal 6	3	General Education	G.E. Goal 7	3	
	General Education	G.E. Goal 3	3	General Education	G.E. Goal 10	3	
	MCOM 172 Print/Web Production	Major	3	MCOM 210 Visual Communication	Major	3	
	MCOM 240 Principles of Public Relations	Major	3	MCOM 339 Strat. Social Media	Major	3	
	NOTE:			General Ed/Physical Wellness	G.E.	1	
	Second-Year Fall Semester Credit Hour Total			15	Second-Year Spring Semester Credit Hour Total		
Year 3	MCOM 345 PR Writing	Major	3	MCOM 346 PR Techniques/Strategies	Major	3	
	MCOM 173 Audio/Video Production	Major	3	MCOM PR Elective	Major elective	3	
	MCOM 308 Research in Mass Media	Major	3	MCOM 340 PR Cases (spring only)	Major	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:			NOTE:			
	Third-Year Fall Semester Credit Hour Total			15	Third-Year Spring Semester Credit Hour Total		
Year 4	MCOM 405 Issues and Ethics	Major	3	MCOM 440 Public Relations Campaigns (spring only)	Major	3	
	MCOM 400 Mass Communication Theory	Major	3	MCOM PR Elective	Major elective	3	
	MCOM PR 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. At least 12 s.h. of 300- and 400-level MCOM courses must be completed at WSU. 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