



Winona State University Four-Year Program Map

Created on 12/29/20
Effective Fall 2020

Program: Mass Communication (BA)
Emphasis (optional): Advertising (MCAD)

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		15-16	
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 173 Audio/Video Production	Major	3	
	MCOM 260 Principles of Advertising	Major	3	MCOM 210 Visual Communication	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		16	
Year 3	MCOM 339 Strategic Social Media	Major	3	MCOM 360 Advertising Copy Writing	Major	3	
	MCOM Ad Elective	Major elective	3	MCOM Ad Elective	Major elective	3	
	MCOM 308 Research in Mass Media	Major	3	MCOM 400 Mass Communication Theory	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		15	
Year 4	MCOM 361 Media Planning & Buying (fall only)	Major	3	MCOM 460 Advertising Campaigns (spring only)	Major	3	
	MCOM 362 Advertising Design	Major	3	MCOM 405 Media Issues/Ethics	Major	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	
				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