

# MDES Course Rotation Guide

Courses for Public Relations and Digital Media & Marketing Comm. Majors, Minors & Certificates  
 and BIS Strategic Communication and Applied Digital Marketing Concentrations

	FULL FA	FA 1	FA 2	FULL SP	SP 1	SP 2	FULL SU	SU
MDES 1100 Intro to Mass Media	●			●			●	
DDSN 1000 Dig. Design Found. Non-Majors/Min		●			●			●
MDES 1120 Media Writing		●			●			●
DDSN 2103 Intro to Copywriting	●			●			●	
MDES 2110 Media Ethics + Equity				●				
MDES 2120 Media Law	●			●				
MDES 2200 Principles of Public Relations			●			●		●
MDES 2210 Media Research	●							
MDES 2300 Digital Marketing Principles			●			●		●
MDES 2310 Influencer Strategy							*OSS	
MDES 2400 Principles of Advertising	●			●			●	
MDES 3210 Digital Public Relations	●							
MDES 3220 Public Relations Writing	●							
MDES 3230 Media Relations	●							
MDES 3240 PR Case Studies				●				
MDES 3270 PR Event Planning							*OSS	
MDES 3280 Crisis Communication							*OSS	
MDES 3300 Creating Digital Content	●		○ '27					
MDES 3310 Digital Media Analytics + Reporting				●	○ '28			
MDES 3320 CRM and Digital Media				●				
MDES 3330 SEO & SEM Strategies	●							
MDES 3450 Digital Marketing Campaigns				●		○ '28		
MDES 4150 Capstone: Media + Design				●				
MDES 4200 Strategic Corporate Communication							*OSS	
MDES 4210 Portfolio: Media + Design				●				

FULL FA = 16 week Fall semester

FULL SP = 16 week Spring semester

FULL SU = 12 week Summer semester

FA 1 = 8 week Fall semester (first 8 weeks)

FA 2 = 8 week Fall semester (second 8 weeks)

SP 1 = 8 week Spring semester (first 8 weeks)

SP 2 = 8 week Spring semester (second 8 weeks)

SU = 8 week Summer semester

○ = Future 8 week term courses

\*OSS designates courses offered select semesters.

Course schedule is subject to change. All courses will be scheduled depending on availability.

updated 2/26/26