



Program of Study

Degree Requirements (120 hours)

1. Carolina Core (31-43 hours)

- a. **CMW** (6 hours) *—must be passed with a grade of C or higher*
 - i. ENGL 101 - Critical Reading and Composition
 - ii. ENGL 102 - Rhetoric and Composition
- b. **ARP** (6-7 hours)
 - i. STAT 201 - Elementary Statistics *or* STAT 205 - Elementary Statistics for the Biological and Life Sciences
 - ii. Any other approved Carolina ARP Core course
- c. **SCI** (7 hours): Two approved CC-SCI courses from the natural sciences, including one laboratory science
- d. **GFL** (0-6 hours): Demonstration of proficiency in one foreign language (except Latin or Ancient Greek) equivalent to the minimal passing grade on the exit examination in 122. Students can demonstrate this proficiency by successfully completing Phase II of the Proficiency Test or by successfully completing the 122 course, including the exit exam administered as part of that course.
- e. **GHS** (3 hours) One U.S. History course from:
 - i. HIST 111 - United States History to 1865
 - ii. HIST 112 - United States History since 1865
- f. **GSS** (3 hours): any approved CC-GSS course
- g. **AIU** (3 hours): any approved CC-AIU course

Carolina Core Stand Alone or Overlay Eligible Requirements:

Up to two of these requirements may be met in overlay courses. At least one of these requirements must be satisfied by a course not applied elsewhere in general education. (3-9 Hours)

- h. **CMS** (3 hours)
 - i. SPCH 140 - Public Communication
- i. **INF** (0-3 hours): any approved overlay or stand-alone CC-INF course
- j. **VSR** (0-3 hours): any approved overlay or stand-alone CC-VSR course

2. College Requirements (18-21 hours)

- a. **Foreign language course** (0-3 hours) *—only if needed to meet 122-level proficiency*
- b. **History** (3 hours) One non-U.S. History course from:
 - i. HIST 101 - European Civilization from Ancient Times to the Mid-17th Century
 - ii. HIST 102 - European Civilization from the Mid-17th Century
 - iii. HIST 104 - Introduction to the Civilization of the Islamic Middle East
 - iv. HIST 105 - Introduction to East Asian Civilization
 - v. HIST 106 - Introduction to African History
 - vi. HIST 107 - Introduction to Ancient Near Eastern Civilization
 - vii. HIST 108 - Science and Technology in World History
 - viii. HIST 109 - Introduction to Latin American Civilization
- c. **One English course selected from** (3 hours):
 - i. ENGL 282 - Special Topics in Fiction
 - ii. ENGL 283 - Special Topics in British Literature
 - iii. ENGL 284 - Drama
 - iv. ENGL 285 - Special Topics in American Literature
 - v. ENGL 286 - Poetry
 - vi. ENGL 287 - American Literature
 - vii. ENGL 288 - English Literature

- d. **Social Science** (3 hours): choose any from the list of CC-GSS approved courses
- e. **Social or Behavioral Science** -Three hours of a 300-level or higher course from HIST or POLI or three hours of Social or Behavioral Sciences at the 300 level or higher from: AFAM- African-American Studies; ANTH- Anthropology; COLA- College of Liberal Arts; GEOG-Geography (except GEOG 201, GEOG 202, GEOG 545, GEOG 546); LASP-Latin American Studies; POLI- Political Science; PSYC- Psychology; SOCY- Sociology; SOST- Southern Studies; WGST- Women and Gender Studies.
- f. ECON 224 - Introduction to Economics
- g. MKTG 350 - Principles of Marketing *or* MGMT 371 - Principles of Management

3. **Program Requirements (12-23 hours)**

- a. **Cognate or Minor** (12-18 hours): Students must complete either a minor or a cognate from courses outside the SJMC. *—a minimum grade of C is required in all cognate or minor courses*

Minor

A student in the School of Journalism and Mass Communications may choose to complete a minor consisting of 18 credit hours of prescribed courses. The minor is intended to develop a coherent basic preparation in a second area of study. Courses applied toward general education requirements cannot be counted toward the minor. No course may satisfy both major and minor requirements. All minor courses must be passed with a grade of C or better. A minor form must be completed and approved by the school after the student has completed 30 hours of course work.

Cognate

A student in the School of Journalism and Mass Communications may choose to complete a cognate. A cognate requires a minimum of 12 hours of courses in other departments related to the student's major and/or career goals. Cognate courses may be taken in one or more departments depending on the interest and requirements of the student, but must have approval of the student's adviser. Journalism courses may not be used in the cognate. At least 6 of the 12 hours must be at the 300-level or higher. No 100 level courses may be used in the cognate.

- b. **Electives** (0-11 hours) The Carolina Core, additional SJMC General Education Requirements, Minor/Cognate and Electives outside of the SJMC must include at least 72 semester hours in academic subjects. Students with fewer than 72 hours in general education courses must take enough electives to fulfill the 72-hour minimum. No elective courses of a remedial, developmental nature may apply as credit toward the 72-hour minimum.

4. **Major Requirements (48 hours)** *—a minimum grade of C is required in all major courses*

- a. **Major Courses** (28 hours)
 - i. JOUR 101 - Media and Society
 - ii. JOUR 291 - Writing for Mass Communications
 - iii. JOUR 303 - Law and Ethics of Mass Communications
 - iv. JOUR 202 - Principles of Advertising and Brand Communications
 - v. JOUR 220 - Account Planning: Mining Insights
 - vi. JOUR 316 - Toolkit for Brand Communications
 - vii. JOUR 316L - Toolkit for Brand Communication Lab
 - viii. JOUR 416 - Creative: Strategy to Execution
 - ix. JOUR 421 - Media Analysis
 - x. JOUR 517 - Integrated Campaigns
- b. **Major Electives** (20 hours)
 - i. One JOUR concept/lecture course (3 Hours)
 - ii. Two Directed Capstone Electives (6 hours):
 - 1. JOUR 516 - Advanced Creative
 - 2. JOUR 518 - Brand Communications Practicum/Competitions
 - 3. JOUR 521 - Interactive Communication Strategies
 - 4. JOUR 528 - Cause Communications: Service Learning Experience
 - 5. JOUR 530 - Creative Leadership
 - 6. JOUR 537 - The Carolina Agency
 - 7. JOUR 538 - The Bateman Team
 - 8. JOUR 597 - Internship in Mass Communications
 - iii. Additional JOUR Electives (11 hours)