Critical | Course Subject and Title | Credit Hours | Min. Grade | Major GPA\(^a\) | Code | Prerequisites | Notes
--- | --- | --- | --- | --- | --- | --- | ---
**Semester One (15 Credit Hours)**
ENGL 101 Critical Reading and Composition | 3 | C | CC-CMW | | | |
STAT 201 Elementary Statistics | 3 | | CC-ARP | | MATH 111, 115, or STAT 110 |
JOUR 101 Media & Society | 3 | C | | MR | | |
Foreign language\(^b\) or other Carolina Core Requirement\(^4\) | 3-4 | | | CC-GFL | | |
UNIV 101 The Student in the University or Carolina Core Requirement\(^b\) | 3 | | | | | |
**Semester Seven (15 Credit Hours)**
ENGL 102 Rhetoric and Composition | 3 | C | CC-CMW | | CC-INF | C or better in ENGL 101 |
Carolina Core ARP | 3 | | | | | |
JOUR 201 Principles of Public Relations | 3 | C | | MR | | |
Foreign language\(^b\) or other Carolina Core Requirement\(^4\) | 3-4 | | | CC | | |
**Semester Three (15-16 Credit Hours)**
JOUR 291 Writing for Mass Communications | 3 | C | | MR | ENGL 101 & 102 |
Cognate or Minor Course\(^5\) | 3 | C | | PR | | |
Social Science | 3 | | | CR | | |
Carolina Core Requirement\(^4\) | 3-4 | | | CC | | |
Foreign language\(^b\) or Carolina Core Requirement\(^b\) | 3 | | | CR/CC | | |
**Semester Four (15 Credit Hours)**
JOUR 203 Principles of Visual Communications | 3 | C | | MR | | |
JOUR 303 Law & Ethics of Mass Communications or JOUR 304 Internet and Social Media Law | 3 | C | | MR | | |
Cognate or Minor Course\(^5\) | 3 | C | | PR | | |
ENGL Literature Course\(^b\) | 3 | | | CR | | |
Carolina Core CMS (SPCH 140, 145, 230, 260) | 3 | | | CC-CMS | | |
**Semester Five (15-16 Credit Hours)**
JOUR 332 Mass Communications Research | 3 | C | | MR | JOUR 101 & a course in basic stats |
JOUR Major Course\(^7\) | 3 | C | | MR | See Bulletin listing. |
Cognate or Minor Course\(^5\) | 3 | C | | PR | | |
ECON 224 Introduction to Economics | 3 | | | CR | | |
Carolina Core Requirement\(^4\) | 3 | | | CC | | |
Carolina Core Requirement\(^b\) (only if needed to meet CC) | 0-3 | | | CC | | |
**Semester Six (15-18 Credit Hours)**
JOUR 436 Public Relations Writing | 3 | C | | MR | JOUR 201 & 291 |
JOUR Major Course\(^7\) | 3 | C | | MR | See Bulletin listing. |
JOUR Major Course\(^7\) | 3 | C | | MR | See Bulletin listing. |
MKTG 350 Principles of Marketing or MGMT 371 Principles of Management | 3 | | | CR | ECON 224 (MKTG 350 only) |
Carolina Core Requirement\(^b\) (only if needed to meet CC) | 0-3 | | | CC | | |
**Semester Seven (15 Credit Hours)**
JOUR 531 Public Relations Campaigns or JOUR 533 Public Relations Management | 3 | C | | MR/CC-INT | JOUR 201, 436 & senior standing; & JOUR 332 (JOUR 531 only) |
JOUR Major Course\(^7\) | 3 | C | | MR | See Bulletin listing. |
JOUR Major Course\(^7\) | 3 | C | | MR | See Bulletin listing. |
Minor Course\(^b\) or Approved Elective\(^6\) | 3 | C (minor) | | PR | | |
Social or Behavioral Science\(^\ast\) (300-level or above) | 3 | | | CR | | |
**Semester Eight (15 Credit Hours)**
JOUR 531 Public Relations Campaigns or JOUR 533 Public Relations Management | 3 | C | | MR | JOUR 201, 436 & senior standing; & JOUR 332 (JOUR 531 only) |
JOUR Major Course\(^7\) | 3 | C | | MR | See Bulletin listing. |
JOUR Major Course\(^7\) | 3 | C | | MR | See Bulletin listing. |
Minor Course\(^b\) or Approved Elective\(^6\) | 3 | C (minor) | | PR | | |
History\(^\ast\) | 3 | | | CR | | |
Graduation Requirements Summary

<table>
<thead>
<tr>
<th>Program Requirement</th>
<th>Concept/Lecture Courses (3 hours)</th>
<th>Supervised Work Experience (3 hours)</th>
<th>Writing courses (6 hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carolina Core Hours</td>
<td>JOUR 501 – Freedom, Responsibility, &amp; Ethics of the Mass Media (3)</td>
<td>JOUR 507 – Communicating Science, Health &amp; the Environment (3)</td>
<td>JOUR 362 – Editing (3)</td>
</tr>
<tr>
<td>College &amp; Program Requirements Hours</td>
<td>JOUR 505 – International Mass Comm. (3)</td>
<td>JOUR 508 – Faith, Values, &amp; the Mass Media (3)</td>
<td>JOUR 416 – Creative: Strategy to Execution (3)</td>
</tr>
<tr>
<td>Carolina Core Hours</td>
<td>JOUR 506 – Mass Media Criticism (3)</td>
<td>JOUR 539 – Ethics in P.R. &amp; Public Policy (3)</td>
<td>JOUR 437 – Advanced P.R. Writing (3)</td>
</tr>
<tr>
<td>Minimum Institutional GPA</td>
<td>JOUR 542 – Public Opinion &amp; Persuasion (3)</td>
<td>JOUR 549 – Special Topics (3)</td>
<td>JOUR 534 – Publication Writing &amp; Design (3)</td>
</tr>
<tr>
<td>Minimum Total Hours</td>
<td>JOUR 599 – Advanced Special Topics (3)</td>
<td>JOUR 599 – Advanced Special Topics (3)</td>
<td>JOUR 566 – Magazine Article Writing (3)</td>
</tr>
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<td>Minimum Major Requirements Hours</td>
<td>College &amp; Program Requirements Hours</td>
<td>Carolina Core Hours</td>
<td>Writing courses (6 hours)</td>
</tr>
</tbody>
</table>

1. Regardless of individual course grades, students must maintain a minimum 2.5 cumulative GPA.
2. Some colleges require a minimum GPA for major courses. Courses indicated in this column are included in the major GPA for this program of study.
3. Students in the College of Information and Communications are required to demonstrate proficiency in one foreign language equivalent to the 122 course through course credit or the corresponding foreign language placement score.
4. The Carolina Core provides the common core of knowledge, skill and academic experience for all Carolina undergraduate students.
5. Students must complete either a minor (18 hours) or a cognate (12 hours) from courses outside the SJMC. 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. 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 advisor. 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.
6. English literature course (3 hours) from ENGL 282-288.
7. Journalism major courses include: three Public Relations Directed Electives (12 hours): two writing courses –6 hours; one supervised work experience –3 hours; one SJMC concept/lecture course –3 hours; and three JOUR electives (9 hours) of the student’s choice.

<table>
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<th>Writing courses (6 hours)</th>
<th>Supervised Work Experience (3 hours)</th>
<th>Concept/Lecture Courses (3 hours)</th>
</tr>
</thead>
<tbody>
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<td>JOUR 362 – Editing (3)</td>
<td>JOUR 518 – Brand Communications Practicum/Competitions (3)</td>
<td>JOUR 205 – History &amp; Philosophy of the Mass Media (3)</td>
</tr>
<tr>
<td>JOUR 416 – Creative: Strategy to Execution (3)</td>
<td>JOUR 537 – The Carolina Agency (3)</td>
<td>JOUR 306 – Theories of Mass Comm. (3)</td>
</tr>
<tr>
<td>JOUR 437 – Advanced P.R. Writing (3)</td>
<td>JOUR 538 – The Bateman Team (3)</td>
<td>JOUR 311 – Minorities, Women, &amp; the Mass Media (3)</td>
</tr>
<tr>
<td>JOUR 534 – Publication Writing &amp; Design (3)</td>
<td>JOUR 597 – Internship in Mass Comm. (3)</td>
<td>JOUR 501 – Freedom, Responsibility, &amp; Ethics of the Mass Media (3)</td>
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</table>

8. The Carolina Core, College and Program requirements must include at least 72 semester hours in academic subjects. Students with fewer than 72 hours in these areas must take enough electives to fulfill the 72-hour minimum. No courses of a remedial, developmental, skill-acquiring, or vocational nature may apply as credit toward the 72-hour minimum.
9. Three hours of a 300-level or higher course in Social or Behavioral Sciences from: AFAM (African American Studies); ANTH (Anthropology); COLA (College of Liberal Arts); GEOG (Geography – except GEOG 545 & 546); HIST (History); LASP (Latin American Studies); POLI (Political Science); PSYC (Psychology); SOCY (Sociology); SOST (Southern Studies); WGST (Women’s & Gender Studies).
10. The School of Journalism and Mass Communications requires one U.S. History (HIST 111 or 112) and one non-U.S. History (HIST 101-109) course. Whichever is not fulfilled through the Carolina Core GHS requirement must be fulfilled through this college requirement.

Program Notes:
- Courses identified as “critical” may affect time to graduation due to prerequisite requirements for subsequent required courses.
- All undergraduate students must take a 3-credit course or its equivalent with a passing grade that covers the founding documents. This course may fulfill any requirement in the program of study. Courses that meet this requirement are listed in the academic bulletin.
- All majors within the school will be expected to pass all journalism and mass communications courses used toward the degree with a minimum grade of C.
- The last 30 credit hours toward your degree must be earned in residence at the University of South Carolina-Columbia.

University Requirements: Bachelor's degree-seeking students must meet Carolina Core (general education) requirements. For more information regarding these requirements, please visit the Carolina Core page on the University website.

Codes:
- CC Carolina Core
- CC-AIU Carolina Core–Aesthetic and Interceptive Understanding
- CC-ARP Carolina Core–Analytical Reasoning and Problem-Solving
- CC-CMS Carolina Core–Effective, Engaged, and Persuasive Communication: Spoken Component
- CC-CMIW Effective, Engaged, and Persuasive Communication: Written Component
- CC-CPL Carolina Core–Global Citizenship and Multicultural Understanding: Foreign Language
- CC-CSS Carolina Core–Social Sciences
- CC-DS Carolina Core–Effective, Engaged, and Persuasive Communication: Spoken Component
- CC-VR Carolina Core–Values, Ethics, and Social Responsibility
- CC-INF Carolina Core–Information Literacy
- CC-INT Carolina Core–Integrative Course
- CC-SOCR Carolina Core–Scientific Literacy
- CR College Requirement
- MR Major Requirement
- PR Program Requirement

Disclaimer: Major maps are only a suggested or recommended sequence of courses required in a program of study. Please contact your academic advisor for assistance in the application of specific coursework to a program of study and course selection and planning for upcoming semesters.