

School of Journalism and Mass Communications Electives

Please refer to the Master Schedule in Self-Service Carolina for specific course offerings for each semester. Not every possibility for an elective is listed. Please see your assigned academic advisor should you have any questions.

Fall 2019 Elective Offerings

- Any principles course not required for your specific major (JOUR 201, 202, 203, or 204)
- JOUR 306 – Theories of Mass Communications (Prerequisite: JOUR 101)
- JOUR 311 – Minorities, Women and the Mass Media
- JOUR 329 Section 001 – Title has not been released (one credit hour only)
- JOUR 329 Section 002 – Title has not been released (one credit hour only)
- JOUR 330 – Advertising and Brand Communications Series (one credit hour only)
- JOUR 332 – Mass Communications Research (Prerequisites: JOUR 101 and STAT 201)
- JOUR 333 – Public Relations for NonProfit
- JOUR 362 – Editing (Prerequisite: JOUR 291)
- JOUR 391 – Sports Media and Society
- JOUR 392 – Podcasting and Audio Production
- JOUR 393 – Digital Signage (Prerequisite: JOUR 291)
- JOUR 400 – Digital Media and Big Data
- JOUR 437 – Advanced Public Relations Writing (Prerequisites JOUR 436)
- JOUR 438 – Media Relations (Prerequisites JOUR 436)
- JOUR 472 – Power Producing (Prerequisite: JOUR 361, 346 or 347)
- JOUR 491 – Communication and Information Transfer (Prerequisite: JOUR 101 or SLIS 201)
- JOUR 499 – Media and Civil Rights
- JOUR 499 – Media and Youth
- JOUR 499 – Sports Announcing
- JOUR 499 – Social and Mobile Journalism: Intro to the Digital First Mindset (Prerequisite: JOUR 291)
- JOUR 499 – Financial Basics for Communications
- JOUR 499 – Intensive Writing for Journalism (Prerequisite: JOUR 291)
- JOUR 499 – Advanced Multimedia Storytelling (Permission of Instructor)
- JOUR 501 – Freedom, Responsibility and Ethics of the Mass Media
- JOUR 506 – Mass Media Criticism (Prerequisite: JOUR 101)
- JOUR 534 – Publication Writing and Design (Prerequisites: JOUR 291 and [application process](#))
- JOUR 536 – Crisis Communications (Prerequisites: JOUR 201 and 436)
- JOUR 540 – Magazine Article Writing (Prerequisite: JOUR 361 or 436)
- JOUR 542 – Public Opinion and Persuasion
- JOUR 574 – Data Journalism (Prerequisites: JOUR 291)
- JOUR 597 – Internship (Prior approval required – see Stephanie Martin [for details](#))

Eligible Journalism Directed Skills Electives

- JOUR 362 – Editing (Prerequisite: JOUR 291)
- JOUR 472 – Power Producing (Prerequisite: JOUR 361, 346 or 347 and application process)
- JOUR 499 – Sports Announcing
- JOUR 499 – Social and Mobile Journalism: Intro to the Digital First Mindset (Prerequisite: JOUR 291)
- JOUR 499 – Intensive Writing for Journalism (Prerequisite: JOUR 291)
- JOUR 499 – Advanced Multimedia Storytelling (Permission of Instructor)
- JOUR 534 – Publication Writing and Design (Prerequisites: JOUR 291 and [application process](#))
- JOUR 540 – Magazine Article Writing (Prerequisite: JOUR 361 or 436)
- JOUR 574 – Data Journalism (Prerequisite: JOUR 291)
- JOUR 597 – Internship (Prior approval required – see Stephanie Martin [for details](#))

Eligible Writing Electives for Public Relations Majors

- **JOUR 362** – Editing (Prerequisite: JOUR 291)
- **JOUR 437** – Advanced Public Relations Writing (Prerequisites JOUR 436)
- **JOUR 438** – Media Relations (Prerequisites: JOUR 436)
- **JOUR 534** – Publication Writing and Design (Prerequisites: JOUR 291 and [application process](#))
- **JOUR 540** – Magazine Article Writing (Prerequisite: JOUR 361 or 436)
- **JOUR 574** – Data Journalism (Prerequisite: JOUR 291)

Eligible Conceptual Directed Electives

- **Any principles course not required for your specific major** (JOUR 201, 202, 203, or 204)
- **JOUR 306** – Theories of Mass Communications (Prerequisite: JOUR 101)
- **JOUR 311** – Minorities, Women and the Mass Media
- **JOUR 332** – Mass Communications Research (Prerequisites: JOUR 101 and STAT 201)
- **JOUR 333** – Public Relations for NonProfit (Prerequisites: JOUR 291)
- **JOUR 391** – Sport Media and Society
- **JOUR 499** – Financial Basics for Communications
- **JOUR 499** – Media and Civil Rights
- **JOUR 499** – Media and Youth
- **JOUR 501** – Freedom, Responsibility and Ethics of the Mass Media
- **JOUR 506** – Mass Media Criticism (Prerequisite: JOUR 101)
- **JOUR 536** – Crisis Communications
- **JOUR 542** – Public Opinion and Persuasion

Advertising Capstone Electives

- **JOUR 516** – Advanced Creative
- **JOUR 530** – Creative Leadership
- **JOUR 531 Section 005 ONLY** – Public Relations Campaigns (Application required)
- **JOUR 534** – Publication Writing and Design (Prerequisites: JOUR 291 and [application process](#))
- **JOUR 537** – The Carolina Agency (Application required)
- **JOUR 540** – Magazine Article Writing (Prerequisite: JOUR 361 or 436)
- **JOUR 597** – Internship (Prior approval required – see Stephanie Martin [for details](#))

Eligible Visual Communication Special Topics Courses

- **JOUR 499** – Advanced Multimedia Storytelling (Permission of Instructor)
- **JOUR 534** – Publication Writing and Design (Prerequisites: JOUR 291 and [application process](#))
- **JOUR 597** – Internship (Prior approval required – see Stephanie Martin [for details](#))