



This course plan is a recommended sequence for this major. Courses designated as critical (!) may have a deadline for completion and/or affect time to graduation. Please see the Program Notes section for details regarding "critical courses" for this particular Program of Study.

Critical	Course Subject and Title	Credit Hours	Min. Grade ¹	Major GPA ²	Code	Prerequisites	Notes
Semester One (15-16 Credit Hours)							
	ENGL 101 Critical Reading and Composition	3	C		CC-CMW		
	STAT 110 Intro. to Statistical Reasoning or STAT 112 Statistics and the Media or STAT 201 Elementary Statistics or STAT 205 Elem. Statistics for the Bio. & Life Sci. or STAT 206 Elem. Statistics for Business	3			CC-ARP	See Bulletin Listing	
	JOUR 101 Media & Society	3	C		MR		
	Foreign language ³ or other Carolina Core Req. ⁴	3-4			CC-GFL		
	UNIV 101 The Student in the University or Carolina Core Requirement ⁴	3			PR/CC		
Semester Two (15-16 Credit Hours)							
	ENGL 102 Rhetoric and Composition	3	C		CC-CMW CC-INF	C or better in ENGL 101	
	Carolina Core ARP	3			CC-ARP		
!	JOUR 201 Principles of Public Relations	3	C		MR		
	Carolina Core Requirement ⁴	3-4			CC		
	Foreign language ³ or other Carolina Core Req. ⁴	3			CC-GFL		
Semester Three (15-16 Credit Hours)							
!	JOUR 291 Writing for Mass Communications	3	C		MR		
	Cognate or Minor Course ⁵	3	C		PR		
	Social Science ⁶	3			CR		
	Carolina Core Requirement ⁴	3-4			CC		
	Foreign language ³ or Carolina Core Requirement ⁴	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		
	Carolina Core GHS Requirement ⁴ (HIST 111, 112, 201, 214, or SOST 202)	3			CC-GHS		
	Carolina Core Requirement ⁴	3			CC		
Semester Five (15 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 or MKTG 350 Principles of Marketing or MGMT 371 Principles of Management	3			CR	ECON 224 & ACCT 222 for non-Business majors (MKTG 350)	
	Carolina Core Requirement ⁴ or Approved Elective ⁸	3			CC/PR		
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.	
	Cognate or Minor Course ⁵	3	C		PR		
	Carolina Core Requirement ⁴ or Approved Elective ⁸	3			CC/PR		
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 ⁵ or Approved Elective ⁸	3	C (minor)		PR		
	Social or Behavioral Science ⁹ (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 CC-INT	JOUR 201, 436 & senior standing; & JOUR 332 (JOUR 531 only)	
	JOUR 539 Ethics in Public Relations & Public Policy	3	C		MR	JOUR 101	
	JOUR Major Course ⁷	3	C		MR	See Bulletin listing.	
	Minor Course ⁵ or Approved Elective ⁸	3	C (minor)		PR		
	History ¹⁰	3			CR		

Graduation Requirements Summary

Minimum Total Hours	Minimum Major Requirements Hours	College & Program Requirements Hours	Carolina Core Hours	Minimum Institutional GPA
120	48	30-42	31-43	2.5

- Regardless of individual course grades, students must maintain a minimum 2.5 cumulative GPA.
- 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.
- 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.
- The [Carolina Core](#) provides the common core of knowledge, skill and academic experience for all Carolina undergraduate students.
- 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.
- Social Science (3 hours):** any CC-GSS course or one of the following JOUR courses: JOUR 243, 285, 303, 304, 307, 308, 309, 311, 345, 391, 394, 398, 596.
- Journalism major courses include: **three Public Relations Directed Electives (12 hours):** one writing course –3 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.

Writing courses (3 hours)	Supervised Work Experience (3 hours)	Concept/Lecture Courses (3 hours)
JOUR 362 – Editing (3)	JOUR 518 – Brand Communications Practicum/Competitions (3)	JOUR 205 – History & Philosophy of the Mass Media (3)
JOUR 416 – Creative: Strategy to Execution (3)	JOUR 537 – The Carolina Agency (3)	JOUR 306 – Theories of Mass Comm. (3)
JOUR 437 – Advanced P.R. Writing (3)	JOUR 538 – The Bateman Team (3)	JOUR 311 – Minorities, Women, & the Mass Media (3)
JOUR 534 – Publication Writing & Design (3)	JOUR 597 – Internship in Mass Comm. (3)	JOUR 501 – Freedom, Responsibility, & Ethics of the Mass Media (3)
JOUR 566 – Magazine Article Writing (3)		JOUR 504 – International Mass Comm. (3)
		JOUR 506 – Mass Media Criticism (3)
		JOUR 507 – Health Communication: The Science and Practice (3)
		JOUR 508 – Faith, Values, & the Mass Media (3)
		JOUR 539 – Ethics in P.R. & Public Policy (3)
		JOUR 542 – Public Opinion & Persuasion (3)
		JOUR 499 – Special Topics (3)
		JOUR 599 – Advanced Special Topics (3)

- Electives cannot include courses of a remedial or developmental nature.
- 300-level or higher course in **Social or Behavioral Sciences (3 hours):** any course from AFAM (African American Studies); ANTH (Anthropology); COLA (College of Liberal Arts); CRJU (Criminal Justice); 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) or any one of the following JOUR courses: JOUR 243, 285, 303, 304, 307, 308, 309, 311, 345, 391, 394, 398, 596.
- History Course (3 hours):** HIST 101, 102, 103, 104, 105, 106, 107, 108, 109, 110; ARTH 107; FAMS 300; GERM 280.

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 Interpretive Understanding
CC-ARP	Carolina Core-Analytical Reasoning and Problem-Solving
CC-CMS	Carolina Core-Effective, Engaged, and Persuasive Communication: Spoken Component
CC-CMW	Effective, Engaged, and Persuasive Communication: Written Component
CC-GFL	Carolina Core-Global Citizenship and Multicultural Understanding: Foreign Language
CC-GHS	Carolina Core – Historical Thinking
CC-GSS	Carolina Core – Social Sciences
CC-INF	Carolina Core – Information Literacy
CC-INT	Carolina Core – Integrative Course
CC-SCI	Carolina Core – Scientific Literacy
CC-VSR	Carolina Core – Values, Ethics, and Social Responsibility
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.