



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 <sup>1</sup>	Major GPA <sup>2</sup>	Code	Prerequisites	Notes
<b>Semester One (15-16 Credit Hours)</b>							
	ENGL 101 Critical Reading and Composition	3	C		CC-CMW		
	STAT 201 Elementary Statistics <sup>3</sup>	3			CC-ARP	MATH 111, 115, <i>or</i> STAT 110	
	JOUR 101 Media & Society	3	C		MR		
	Foreign language <sup>4</sup> <i>or</i> other Carolina Core Requirement <sup>5</sup>	3-4			CC-GFL		
	UNIV 101 The Student in the University <i>or</i> Carolina Core Requirement <sup>5</sup>	3			PR/CC		
<b>Semester Two (15-16 Credit Hours)</b>							
	ENGL 102 Rhetoric and Composition	3	C		CC-CMW CC-INF	C or better in ENGL 101	
	Carolina Core ARP Requirement <sup>3</sup>	3			CC-ARP		
!	JOUR 202 Principles of Advertising & Brand Comm.	3	C		MR		
	Carolina Core Requirement <sup>5</sup>	3-4			CC		
	Foreign language <sup>4</sup> <i>or</i> other Carolina Core Requirement <sup>5</sup>	3			CC-GFL		
<b>Semester Three (15 Credit Hours)</b>							
	JOUR 291 Writing for Mass Communications	3	C		MR	ENGL 101 & 102	
!	JOUR 220 Account Planning: Mining Insights	3	C		MR	JOUR 101 & STAT 201 <i>or</i> equiv.	
	JOUR Elective <sup>6</sup>	3	C		MR	See Bulletin listing.	
	Cognate <i>or</i> Minor Course <sup>7</sup>	3	C		PR		
	Foreign language <sup>4</sup> <i>or</i> Carolina Core Requirement <sup>5</sup>	3			CR/CC		
<b>Semester Four (15 Credit Hours)</b>							
	JOUR 303 Law & Ethics of Mass Media	3	C		MR		
!	JOUR 316 & 316L Toolkit for Brand Comm.	4	C		MR	JOUR 202 & 291	
	Cognate <i>or</i> Minor Course <sup>7</sup>	3	C		PR		
	Social Science	3			CR		
	Carolina Core CMS Requirement ( <i>SPCH 140, 230, 260</i> )	3			CC-CMS		
<b>Semester Five (16 Credit Hours)</b>							
	JOUR 416 Creative: Strategy to Execution <i>or</i> JOUR 421 Media Analysis	3	C		MR	JOUR 220 & 316/316L ( <i>JOUR 416 only</i> ); JOUR 202 & Junior standing ( <i>JOUR 421 only</i> )	
	JOUR Elective <sup>6</sup>	3	C		MR	See Bulletin listing.	
	Cognate <i>or</i> Minor Course <sup>7</sup>	3	C		PR		
	ECON 224 Introduction to Economics	3			CR		
	ENGL Literature Course <sup>8</sup>	3			CR		
<b>Semester Six (15 Credit Hours)</b>							
	JOUR 416 Creative: Strategy to Execution <i>or</i> JOUR 421 Media Analysis	3	C		MR	JOUR 220 & 316/316L ( <i>JOUR 416 only</i> ); JOUR 202 & Junior standing ( <i>JOUR 421 only</i> )	
	JOUR Elective <sup>6</sup>	3	C		MR	See Bulletin listing.	
	JOUR Elective <sup>6</sup>	3	C		MR	See Bulletin listing.	
	Cognate <i>or</i> Minor Course <sup>7</sup>	3	C		PR		
	MKTG 350 Principles of Marketing <i>or</i> MGMT 371 Principles of Management	3			CR	ECON 224 ( <i>MKTG 350 only</i> )	
<b>Semester Seven (15-18 Credit Hours)</b>							
	JOUR 517 Integrated Campaigns <i>or</i> JOUR Elective <sup>6</sup>	3	C		MR CC-INT	JOUR 416 & 421 ( <i>JOUR 517 only</i> ); See Bulletin listing.	
	JOUR Elective <sup>6</sup>	3	C		MR	See Bulletin listing.	
	Minor Course <sup>7</sup> <i>or</i> Approved Elective <sup>9</sup>	3	C ( <i>minor</i> )		PR		
	History <sup>10</sup>	3			CR		
	Social or Behavioral Science <sup>11</sup> ( <i>300-level or above</i> )	3			CR		
	Carolina Core Requirement <sup>5</sup> <i>or</i> Approved Elective <sup>9</sup> ( <i>only if needed to meet CC or hours to graduate</i> )	0-3			CC/PR		
<b>Semester Eight (15-16 Credit Hours)</b>							
	JOUR 517 Integrated Campaigns <i>or</i> JOUR Elective <sup>6</sup>	3	C		MR CC-INT	JOUR 416 & 421 ( <i>JOUR 517 only</i> ); See Bulletin listing.	
	JOUR Elective <sup>6</sup>	3	C		MR	See Bulletin listing.	
	Minor Course <sup>7</sup> <i>or</i> Approved Elective <sup>9</sup>	3	C ( <i>minor</i> )		PR		
	Carolina Core Requirement <sup>5</sup>	3-4			CC		
	Carolina Core Requirement <sup>5</sup>	3			CC		

## Graduation Requirements Summary

Minimum Total Hours	Minimum Major Requirements Hours	College & Program Requirements Hours	Carolina Core Hours	Minimum Institutional GPA
120	48	36-42	31-37	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.
- A score of less than 16 on the Math Placement Test requires that a student take STAT 110 as the first ARP course to meet the prerequisite requirement for STAT 201.
- 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.
- Journalism electives include: 1) a JOUR concept/lecture course (3 hours); 2) two directed capstone electives (6 hours); and 3) eleven hours of JOUR electives.

### Directed Capstone Electives:

JOUR 516 – Advanced Creative (3)	JOUR 530 – Creative Leadership (3)
JOUR 518 – Brand Comm. Practicum/Competitions (3)	JOUR 537 – The Carolina Agency (3)
JOUR 521 – Interactive Communication Strategies (3)	JOUR 538 – The Bateman Team (3)
JOUR 528 – Cause Communications: Service Learning Experience (3)	JOUR 597 – Internship in Mass Communications (3)

- 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.
- English literature course (3 hours) from ENGL 282-288.
- 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.
- 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.
- 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).

### Program Notes:

- Courses identified as “critical” may affect time to graduation due to prerequisite requirements for subsequent required courses.
- Admission to the upper division is based upon a minimum 2.50 cumulative USC GPA; completion of JOUR 101 and JOUR 291 with grades of C or higher; completion of 60 or more semester hours toward the degree; completion of foreign language requirement; selection of a particular program of study within the college; and selection and approval of a minor or cognate.
- 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. No journalism and mass communications course may be repeated more than once by any student unless formally approved by the school petition committee.
- 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:	
<b>CC</b>	Carolina Core
<b>CC-AIU</b>	Carolina Core-Aesthetic and Interpretive Understanding
<b>CC-ARP</b>	Carolina Core-Analytical Reasoning and Problem-Solving
<b>CC-CMS</b>	Carolina Core-Effective, Engaged, and Persuasive Communication: Spoken Component
<b>CC-CMW</b>	Effective, Engaged, and Persuasive Communication: Written Component
<b>CC-GFL</b>	Carolina Core-Global Citizenship and Multicultural Understanding: Foreign Language
<b>CC-GHS</b>	Carolina Core – Historical Thinking
<b>CC-GSS</b>	Carolina Core – Social Sciences
<b>CC-INF</b>	Carolina Core – Information Literacy
<b>CC-INT</b>	Carolina Core – Integrative Course
<b>CC-SCI</b>	Carolina Core – Scientific Literacy
<b>CC-VSR</b>	Carolina Core – Values, Ethics, and Social Responsibility
<b>CR</b>	College Requirement
<b>MR</b>	Major Requirement
<b>PR</b>	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.