UNIVERSITY OF South Carolina

Major Map: Advertising
Bachelor of Arts in Journalism & Mass Communications (B.A.J.M.C.)
College of Information and Communications
School of Journalism and Mass Communications
Bulletin Year: 2023-2024

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 201 Elementary Statistics	3			CC-ARP	MATH 111, 115, *or* STAT 110	
	JOUR 101 Media & Society	3	C		MR		
	Foreign language[3] *or* other Carolina Core Requirement[4]	3-4			CC-GFL		
	UNIV 101 The Student in the University *or* Carolina Core Requirement[5]	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 202 Principles of Advertising & Brand Comm.	3	C		MR		
	Carolina Core Requirement[4]	3-4			CC		
	Foreign language[3] *or* other Carolina Core Requirement[4]	3			CC-GFL		
Semester Three (15 Credit Hours)							
	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 *or* equiv.	
	JOUR Elective[5]	3	C		MR	See Bulletin listing.	
	Cognate *or* Minor Course[6]	3	C		PR		
	Foreign language[3] *or* Carolina Core Requirement[4]	3			CR/CC		
Semester Four (15 Credit Hours)							
	JOUR 303 Law & Ethics of Mass Communications *or* JOUR 304 Internet and Social Media Law	3	C		MR		
!	JOUR 316 Toolkit for Concept Development	3	C		MR	C or better in JOUR 202 & 291	
	JOUR 317 Toolkit for Brand Communication: Creative Execution	3	C		MR	C or better in JOUR 202 & 291	
	Social Science	3			CR		
	Carolina Core CMS *(SPCH 140, 145, 230, 260)*	3			CC-CMS		
Semester Five (15 Credit Hours)							
	JOUR 421 Media Analysis	3	C		MR	JOUR 202 & Junior standing	
	ECON 224 Introduction to Economics	3			CR		
	ENGL Literature Course[7]	3			CR		
	Cognate *or* Minor Course[6]	3	C		PR		
	Cognate *or* Minor Course[6]	3	C		PR		
Semester Six (15-18 Credit Hours)							
	JOUR 416 Creative: Strategy to Execution	3	C		MR	JOUR 220, 316, & 317	
	JOUR Elective[5]	3	C		MR	See Bulletin listing.	
	JOUR Elective[5]	3	C		MR	See Bulletin listing.	
	MKTG 350 Principles of Marketing	3			CR	ECON 224	
	Cognate *or* Minor Course[6]	3	C		PR		
	Carolina Core Requirement[4] *(only if needed to meet CC)*	0-3			CC		
Semester Seven (15-18 Credit Hours)							
	JOUR 517 Integrated Campaigns *or* JOUR Elective[5]	3	C		MR CC-INT	JOUR 416 & 421 *(JOUR 517 only)*; See Bulletin listing.	
	JOUR Elective[5]	3	C		MR	See Bulletin listing.	
	Minor Course[6] *or* Approved Elective[8]	3	C *(minor)*		PR		
	History[9]	3			CR		
	Social or Behavioral Science[10] *(300-level or above)*	3			CR		
	Carolina Core Requirement[4] *(only if needed to meet CC)*	0-3			CC		
Semester Eight (15-16 Credit Hours)							
	JOUR 517 Integrated Campaigns *or* JOUR Elective[5]	3	C		MR CC-INT	JOUR 416 & 421 *(JOUR 517 only)*; See Bulletin listing.	
	JOUR Elective[5]	3	C		MR	See Bulletin listing.	
	Minor Course[6] *or* Approved Elective[8]	3	C *(minor)*		PR		
	Carolina Core Requirement[4]	3-4			CC		
	Carolina Core Requirement[4]	3			CC		

V. Kornegay

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

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. Journalism electives (18 hours) include: 1) a JOUR concept/lecture course *(3 hours)*; 2) two directed capstone electives *(6 hours)*; and 3) nine 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)

6. 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.
7. English literature course (3 hours) from ENGL 282-288.
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. 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.
10. 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.
- 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-INF**	Carolina Core – Information Literacy
CC-AIU	Carolina Core-Aesthetic and Interpretive Understanding	**CC-INT**	Carolina Core – Integrative Course
CC-ARP	Carolina Core-Analytical Reasoning and Problem-Solving	**CC-SCI**	Carolina Core – Scientific Literacy
CC-CMS	Carolina Core-Effective, Engaged, and Persuasive Communication: Spoken Component	**CC-VSR**	Carolina Core – Values, Ethics, and Social Responsibility
CC-CMW	Effective, Engaged, and Persuasive Communication: Written Component	**CR**	College Requirement
CC-GFL	Carolina Core-Global Citizenship and Multicultural Understanding: Foreign Language	**MR**	Major Requirement
CC-GHS	Carolina Core – Historical Thinking	**PR**	Program Requirement
CC-GSS	Carolina Core – Social Sciences		

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.