

PUBLIC RELATIONS, B.A.J.M.C.

Degree Requirements (120 hours)

See School of Journalism and Mass Communications (<https://academicbulletins.sc.edu/archives/2020-2021/undergraduate/information-communications/journalism-mass-communications/>) for progression requirements and other regulations.

Program of Study

Requirements	Credit Hours
1. Carolina Core	31-44
2. College Requirements	18-21
3. Program Requirements	12-23
4. Major Requirements	48

1. Carolina Core Requirements (31-44 hours)

CMW – Effective, Engaged, and Persuasive Communication: Written (6 hours)

must be passed with a grade of C or higher

- ENGL 101
- ENGL 102

ARP – Analytical Reasoning and Problem Solving (6-7 hours)

- STAT 201 or STAT 205
- any other approved CC-ARP course (<https://academicbulletins.sc.edu/archives/2020-2021/undergraduate/carolina-core-courses/>)

SCI – Scientific Literacy (7 hours)

Two approved Carolina Core Scientific Literacy courses (<https://academicbulletins.sc.edu/archives/2020-2021/undergraduate/carolina-core-courses/>) from the natural sciences, including one laboratory course

GFL – Global Citizenship and Multicultural Understanding: Foreign Language (0-6 hours)

Demonstration of proficiency in one foreign language (except Latin or Ancient Greek) equivalent to the minimal passing grade on the exit examination in 122. Students can demonstrate this proficiency by successfully completing Phase II of the Proficiency Test or by successfully completing the 122 course, including the exit exam administered as part of that course.

- CC-GFL courses (<https://academicbulletins.sc.edu/archives/2020-2021/undergraduate/carolina-core-courses/>)

GHS – Global Citizenship and Multicultural Understanding: Historical Thinking (3 hours)

One US History course selected from the following:

- HIST 111
- HIST 112

GSS – Global Citizenship and Multicultural Understanding: Social Sciences (3 hours)

- any CC-GSS course (<https://academicbulletins.sc.edu/archives/2020-2021/undergraduate/carolina-core-courses/>)

AIU – Aesthetic and Interpretive Understanding (3 hours)

- any CC-AIU course (<https://academicbulletins.sc.edu/archives/2020-2021/undergraduate/carolina-core-courses/>)

CMS – Effective, Engaged, and Persuasive Communication: Spoken Component ¹ (0-3 hours)

Select one from the following:

- SPCH 140
- SPCH 145
- SPCH 230
- SPCH 260

INF – Information Literacy ¹ (0-3 hours)

- any overlay or stand-alone CC-INF course (<https://academicbulletins.sc.edu/archives/2020-2021/undergraduate/carolina-core-courses/>)

VSR – Values, Ethics, and Social Responsibility ¹ (0-3 hours)

- any overlay or stand-alone CC-VSR course (<https://academicbulletins.sc.edu/archives/2020-2021/undergraduate/carolina-core-courses/>)

¹ **Carolina Core Stand Alone or Overlay Eligible Requirements** – Overlay-approved courses offer students the option of meeting two Carolina Core components in a single course. A maximum of two overlays is allowed. The total Carolina Core credit hours must add up to a minimum of 31 hours. Some programs may have a higher number of minimum Carolina Core hours due to specified requirements.

2. College Requirements (18-21 hours)

Foreign Language (0-3 hours)

- only if needed to meet 122-level proficiency

History (3 hours)

Course	Title	Credits
Select one of the following: 3		
HIST 101	European Civilization from Ancient Times to the Mid-17th Century	
HIST 102	European Civilization from the Mid-17th Century	
HIST 104	Introduction to the Civilization of the Islamic Middle East	
HIST 105	Introduction to East Asian Civilization	
HIST 106	Introduction to African History	
HIST 107	Introduction to Ancient Near Eastern Civilization	
HIST 108	Science and Technology in World History	
HIST 109	Introduction to Latin American Civilization	

Total Credit Hours 3

Literature (3 hours)

Course	Title	Credits
Select one of the following:		
ENGL 282	Special Topics in Fiction	3
ENGL 283	Special Topics in British Literature	
ENGL 284	Drama	
ENGL 285	Special Topics in American Literature	
ENGL 286	Poetry	
ENGL 287	American Literature	
ENGL 288	English Literature	

Total Credit Hours 3

Social Science (3 hours)

- any CC-GSS (<https://academicbulletins.sc.edu/archives/2020-2021/undergraduate/carolina-core-courses/>) course

Social or Behavioral Science (3 hours)

A 300-level or higher course from HIST or POLI or three hours of Social or Behavioral Sciences at the 300 level or higher from: AFAM- African-American Studies; ANTH- Anthropology; COLA- College of Liberal Arts; GEOG-Geography (except GEOG 545 and GEOG 546); LASP-Latin American Studies; POLI- Political Science; PSYC- Psychology; SOCY- Sociology; SOST- Southern Studies; WGST- Women and Gender Studies.

Additional SJMC Requirements (6 hours)

Course	Title	Credits
ECON 224	Introduction to Economics	3
MKTG 350	Principles of Marketing	3
or MGMT 371	Principles of Management	

Total Credit Hours 6

3. Program Requirements (12-23 hours)

Minor or Cognate (12-18 hours)

Students must complete either a minor or a cognate from courses outside the SJMC.

A minimum grade of C is required in all cognate or minor courses

Minor (18 hours)

A student in the School of Journalism and Mass Communications may choose to complete a minor consisting of 18 credit hours of prescribed courses. 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. All minor courses must be passed with a grade of C or better. A minor form must be completed and approved by the school after the student has completed 30 hours of course work.

Cognate (12 hours)

A student in the School of Journalism and Mass Communications may choose to complete a cognate. 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 adviser. 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.

Electives (0-11 hours)

The Carolina Core, additional SJMC General Education Requirements, Minor/Cognate and Electives outside of the SJMC must include at least 72 semester hours in academic subjects. Students with fewer than 72 hours in general education courses must take enough electives to fulfill the 72-hour minimum.

No elective courses of a remedial, developmental nature may apply as credit toward the 72-hour minimum.

4. Major Requirements (48 hours)

A minimum grade of C is required in all major courses

Major Courses (27 hours)

Course	Title	Credits
JOUR 101	Media and Society	3
JOUR 201	Principles of Public Relations	3
JOUR 203	Principles of Visual Communications	3
JOUR 291	Writing for Mass Communications	3
JOUR 303	Law and Ethics of Mass Communications	3
JOUR 332	Mass Communications Research	3
JOUR 436	Public Relations Writing	3
JOUR 531	Public Relations Campaigns	3
JOUR 533	Public Relations Management	3

Total Credit Hours 27

Major Electives (21 hours)

Course	Title	Credits
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Three Public Relations Directed Electives

Select two of the following writing courses: 6

JOUR 362	Editing	6
JOUR 416	Creative: Strategy to Execution	
JOUR 437	Advanced Public Relations Writing	
JOUR 534	Publication Writing and Design	
JOUR 566	Magazine Article Writing	

Select one of the following work experience courses: 3

JOUR 518	Brand Communications Practicum/Competitions	3
JOUR 537	The Carolina Agency	
JOUR 538	The Bateman Team	
JOUR 597	Internship in Mass Communications	

One JOUR Concept/Lecture Course

Select one of the following: 3

JOUR 205	History and Philosophy of the Mass Media	3
JOUR 306	Theories of Mass Communications	
JOUR 311	Minorities, Women, and the Mass Media	
JOUR 499	Special Topics	
JOUR 501	Freedom, Responsibility, and Ethics of the Mass Media	
JOUR 504	International Mass Communications	
JOUR 506	Mass Media Criticism	
JOUR 507	Communicating Science, Health and the Environment	

JOUR 508	Faith, Values, and the Mass Media	
JOUR 539	Ethics in Public Relations and Public Policy	
JOUR 542	Public Opinion and Persuasion	
JOUR 599	Advanced Special Topics	
Additional Journalism Electives		
Select 9 hours		9
Total Credit Hours		21

Concentration in Sports Media (12 hours) *Optional*

Students may choose to complete a concentration in sports media. The sports media concentration may be used to fulfill 12 hours of the major elective requirements.

Course	Title	Credits
JOUR 391	Sports Media and Society	3
Select three elective courses from the following:		9
JOUR 428	Super Bowl Commercials	
JOUR 499	Special Topics	
JOUR 531	Public Relations Campaigns	
JOUR 537	The Carolina Agency	
JOUR 597	Internship in Mass Communications	
Total Credit Hours		12