

ADVERTISING, B.A.J.M.C.

Learning Outcomes

Students graduating from the Advertising, B.A.J.M.C. program will be able to ...

- demonstrate the ability to conduct research, gather information, write clearly and correctly and present relevant news or persuasive information at a professional level.
- demonstrate the ability to think critically, creatively and independently evaluate their own work and the work of others for accuracy, fairness, clarity, style and correctness.
- demonstrate an understanding the history of journalism and mass communications, the diversity of groups in a global society in relationship to communications and the role of journalism and mass communications in society.
- demonstrate an understanding of the ethical concepts, legal implications, considerations and practices that guide the mass media professions.
- demonstrate the ability to apply tools and technologies appropriate for the production, editing and presentation of visual, aural, textual or other media content.
- apply basic numerical and statistical concepts and methods appropriate for the communications professions.

Admissions

Entrance Requirements

Freshman Students

In order to be admitted to a program of study in the School of Journalism and Mass Communications, freshmen must meet all University admission requirements. In order to continue in the program, each student must attain a minimum USC GPA of 2.50 upon completion of 30 degree-applicable hours. Credit received for remedial work is not counted toward the 30 hours.

Transfer Students

A student desiring to transfer to the School of Journalism and Mass Communications, from either another college of the University or another institution, must have a cumulative minimum GPA of 2.50 on all work attempted. Transfer students from other institutions must take at least half the journalism and mass communications course work in residence at the University of South Carolina Columbia. Required journalism and mass communications courses from non-ACEJMC-accredited institutions, in order to be applied to the journalism and mass communications degree, must be validated by proficiency tests. Other journalism and mass communications courses from those institutions may be used as journalism and mass communications electives at the discretion of the SJMC administration. No more than 12 semester hours of journalism and mass communications related courses from non-ACEJMC-accredited institutions will be applied toward the journalism and mass communications degree.

Completion of ENGL 101 and ENGL 102 with grades of C or higher are prerequisites for JOUR 291.

Degree Requirements (120 Hours)

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

Program of Study

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

Founding Documents Requirement

All undergraduate students must take a 3-credit course or its equivalent with a passing grade in the subject areas of History, Political Science, or African American Studies that covers the founding documents including the United State Constitution, the Declaration of Independence, the Emancipation Proclamation and one or more documents that are foundational to the African American Freedom struggle, and a minimum of five essays from the Federalist papers. This course may count as a requirement in any part of the program of study including the Carolina Core, the major, minor or cognate, or as a general elective. Courses that meet this requirement are listed here (<https://academicbulletins.sc.edu/undergraduate/founding-document-courses/>).

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/undergraduate/carolina-core-courses/>)

SCI – Scientific Literacy (7 hours)

Two approved Carolina Core Scientific Literacy courses (<https://academicbulletins.sc.edu/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/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/undergraduate/carolina-core-courses/>)

AIU – Aesthetic and Interpretive Understanding (3 hours)

- any CC-AIU course (<https://academicbulletins.sc.edu/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/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/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: 3		
ENGL 282	Special Topics in Fiction	
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/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
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 (30 hours)

Course	Title	Credits
JOUR 101	Media and Society	3
JOUR 202	Principles of Advertising and Brand Communications	3
JOUR 220	Account Planning: Mining Insights	3
JOUR 291	Writing for Mass Communications	3
JOUR 303	Law and Ethics of Mass Communications	3
JOUR 316	Toolkit for Concept Development	3
JOUR 317	Toolkit for Brand Communication: Creative Execution	3
JOUR 416	Creative: Strategy to Execution	3
JOUR 421	Media Analysis	3
JOUR 517	Integrated Campaigns	3
Total Credit Hours		30

Major Electives (18 hours)

Course	Title	Credits
Select one JOUR concept/lecture course		3
Select two Directed Capstone electives of the following:		6
JOUR 516	Advanced Creative	
JOUR 518	Brand Communications Practicum/Competitions	
JOUR 521	Interactive Communication Strategies	
JOUR 530	Creative Leadership	
JOUR 537	The Carolina Agency	
JOUR 538	The Bateman Team	
JOUR 597	Internship in Mass Communications	
Select 9 hours of additional Journalism electives		9
Total Credit Hours		18

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

Major Map

A major map is a layout of required courses in a given program of study, including critical courses and suggested course sequences to ensure a clear path to graduation.

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.

Advertising, B.A.J.M.C. (https://sc.edu/about/offices_and_divisions/advising/documents/major_maps/2021-2022/2021_advertising_map.pdf)

Advertising, B.A.J.M.C. Sports Media Concentration (https://sc.edu/about/offices_and_divisions/advising/documents/major_maps/2021-2022/2021_advertising-sportsmedia_map.pdf)