

SCHOOL OF JOURNALISM AND MASS COMMUNICATIONS

Department Website (https://sc.edu/study/colleges_schools/cic/journalism_and_mass_communications/#XJFSyShKhaQ)

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The School of Journalism and Mass Communications bridges practice and research, preparing the next generation of mass communication practitioners and scholars to communicate clearly, concisely, creatively and with integrity - ultimately advancing the communications professions in a democratic society.

As a professional school grounded strongly in the liberal arts, the School of Journalism and Mass Communications emphasizes the value of a broad educational foundation as well as proficiency in mass communication skills. The school is accredited by the Accrediting Council on Education in Journalism and Mass Communications and offers instructional programs at the undergraduate and graduate levels.

Both the undergraduate and graduate programs provide a myriad of experiences for students, no matter which area of journalism and mass communication education interests them. The school's curricula, at the undergraduate and graduate levels, are carefully tailored to prepare students for an increasingly multinational and multicultural multimedia work environment.

Progression Requirements

1. All students must maintain a minimum 2.50 GPA in USC courses in order to maintain good standing in the school. Grades will be reviewed at the end of each semester. Students who have less than a 2.50 GPA in USC work are not in good standing and will be placed on probation within the school. Students will be permitted to remain in the school while on probation for only one semester, after which the student will be administratively removed from the school if their cumulative USC GPA is less than a 2.50. With the exception of upper-division courses, students may continue to take course work toward their degree if seats are available.
2. All majors within the school will be expected to pass all journalism and mass communications courses used toward the major with a minimum grade of C.

Suspension

All students within the school are subject to the University suspension rules as stated in the bulletin. Students whose USC GPA is less than 2.50 at the time of their suspension, may petition to be readmitted on a probationary status with conditions of probation determined by the director of the School.

Graduation

All students admitted to the School of Journalism and Mass Communications as of August 19, 2004, and thereafter, must have a minimum 2.50 GPA on all USC and cumulative work attempted, in addition to meeting all academic degree requirements, in order to obtain a degree from the college.

Programs and Courses

The School of Journalism and Mass Communications offers six programs of study.

All programs of study are accredited by the Accrediting Council on Education for Journalism and Mass Communications. The degree offered by the school is the Bachelor of Arts in Journalism and Mass Communications.

Programs

- Advertising and Public Relations Minor (<https://academicbulletins.sc.edu/undergraduate/information-communications/journalism-mass-communications/advertising-and-public-relations-minor/>)
- Advertising, B.A.J.M.C. (<https://academicbulletins.sc.edu/undergraduate/information-communications/journalism-mass-communications/advertising-bajmc/>)
- Broadcast Journalism, B.A.J.M.C. (<https://academicbulletins.sc.edu/undergraduate/information-communications/journalism-mass-communications/broadcast-journalism-bajmc/>)
- Journalism, B.A.J.M.C. (<https://academicbulletins.sc.edu/undergraduate/information-communications/journalism-mass-communications/journalism-bajmc/>)
- Mass Communications Minor (<https://academicbulletins.sc.edu/undergraduate/information-communications/journalism-mass-communications/mass-communications-minor/>)
- Mass Communications, B.A.J.M.C. (<https://academicbulletins.sc.edu/undergraduate/information-communications/journalism-mass-communications/mass-communications-bajmc/>)
- Public Relations, B.A.J.M.C. (<https://academicbulletins.sc.edu/undergraduate/information-communications/journalism-mass-communications/public-relations-bajmc/>)
- Social Media and Mass Communications Minor (<https://academicbulletins.sc.edu/undergraduate/information-communications/journalism-mass-communications/social-media-mass-communications-minor/>)
- Sports Media Minor (<https://academicbulletins.sc.edu/undergraduate/information-communications/journalism-mass-communications/sports-media-minor/>)
- Sports Media, B.A. (<https://academicbulletins.sc.edu/undergraduate/information-communications/journalism-mass-communications/sports-media-ba/>)
- Visual Communications, B.A.J.M.C. (<https://academicbulletins.sc.edu/undergraduate/information-communications/journalism-mass-communications/visual-communications-bajmc/>)

Courses

JOUR 101 - Media and Society (3 Credits)

Principles, history, philosophies, theories of the mass media and allied professions and their societal role and impact.

JOUR 201 - Principles of Public Relations (3 Credits)

Methods used by business, government, consumer groups, minorities, environmentalists, and others to influence public attitudes toward their activities.

JOUR 202 - Principles of Advertising and Brand Communications (3 Credits)

An introduction to the advertising and strategic communications industries. Discussion of the structure and history of the business, social impacts and regulation, research, planning, creative, media planning, sales promotion, event promotion and the integrated nature of all promotional communication.

JOUR 203 - Principles of Visual Communications (3 Credits)

Theory and history of visual communication in the mass media emphasizing informational and persuasive messages created by graphic, photographic, and multimedia processes.

JOUR 204 - Principles of Journalism (3 Credits)

Principles and foundations of journalism to reflect both how journalism serves communities and how its techniques are developed to effectively communicate to audiences.

JOUR 205 - History and Philosophy of the Mass Media (3 Credits)

Development of the mass media in the United States from colonial times to the present. The effects of American social, cultural, political, and economic theory on the media.

JOUR 215 - Special Topics in Mass Communications (3 Credits)

Readings, critical review, discussion and analysis addressing significant issues in mass communications. Topics may change from term to term. May be repeated for credit with different course topics.

JOUR 219 - Name, Image and Likeness in Brand Promotion (3 Credits)

Background, knowledge and strategies for the successful use of celebrities, athletes and influencers in brand promotion.

JOUR 220 - Account Planning: Mining Insights (3 Credits)

Topics include data mining from secondary sources, and use of primary research tools such as surveys, focus groups, ethnography and projective techniques.

Prerequisites: JOUR 101 and STAT 201 or equivalent.

Graduation with Leadership Distinction: GLD: Research

JOUR 242 - Jobs in the Sports Media (3 Credits)

Exploring different jobs in sports media with a focus on careers within the fields covered by the degree programs within the School of Journalism and Mass Communications.

JOUR 243 - Sports Activism and Media (3 Credits)

Analysis of prominent sports activism cases and exploration of issues of access, economics, race, religion, gender, culture and nationality, through the lens of media coverage.

JOUR 244 - Special Topics in Sports Media (3 Credits)

Topics addressing issues in the world of the sports media. Topics may change from term to term. May be repeated for credit with different topics.

JOUR 245 - Live Television Sports Production (3 Credits)

This course is designed to introduce students to all aspects of live television production of various venue sporting events. Through readings, lectures and hands-on experience, students will learn how major broadcast networks produce live sports events.

JOUR 249 - Principles of User Experience and Design (UX/UI) (3 Credits)

An exploration of theoretical and practical foundations of user-centered design from both the design and research perspectives.

Cross-listed course: ISCI 249

JOUR 261 - Journalism Trends (3 Credits)

Study and analysis of current and emerging issues in journalism philosophy and practice and how audiences perceive it. Emphases may change as practices evolve and issues emerge.

JOUR 285 - Social Media and Society (3 Credits)

Analysis of major social media sites and the role they play in informative and persuasive communications. Review of key platforms, what makes them successful as well as concerns about their impact and misuse.

JOUR 286 - Social Media Influencer Blueprint: A Playbook for Online Fame and Fortune (3 Credits)

Skills, strategies, and knowledge necessary to build a successful career as a social media influencer.

JOUR 291 - Writing for Mass Communications (3 Credits)

Basic writing skills for all areas of the mass media. Lecture-laboratory.

JOUR 303 - Law and Ethics of Mass Communications (3 Credits)

Examination of First Amendment free speech and press guarantees and limitations, including commercial speech regulation, libel, privacy, copyright, trademark and open records and meetings, and related ethical principles for mass communications professionals.

Graduation with Leadership Distinction: GLD: Professional and Civic Engagement Leadership Experiences

JOUR 304 - Internet and Social Media Law (3 Credits)

Examination of the origins and history of First Amendment and related law and ethics, with an emphasis on how they apply to the Internet and social media.

JOUR 306 - Theories of Mass Communications (3 Credits)

Survey of predominant theories in mass communications including mass media uses, functions, and effects.

JOUR 307 - Media, Sports and Race (3 Credits)

Exploration of the intersection of American media, sports and race.

JOUR 308 - Media and Youth (3 Credits)

An introduction to media uses and effects research, considering cognitive, affective, and social development as a framework for analyzing media effects on youth.

JOUR 309 - Hip Hop, Media and Society (3 Credits)

Hip-hop culture as a contemporary youth subculture, a historically African American aesthetic, a vehicle for mainstream media products and its impact on the innovation economy.

JOUR 311 - Minorities, Women, and the Mass Media (3 Credits)

The study of the relationship among persons of color, women, and the mass media in the United States.

Cross-listed course: WGST 311

Graduation with Leadership Distinction: GLD: Diversity and Social Advocacy, GLD: Professional and Civic Engagement Leadership Experiences

JOUR 316 - Toolkit for Concept Development (3 Credits)

Students will learn the theories and methods of applying consumer and brand insights to creative briefs and concepts.

Prerequisites: C or better in JOUR 202 and JOUR 291.

JOUR 317 - Toolkit for Brand Communication: Creative Execution (3 Credits)

Use of art direction and copywriting to create advertising and brand communication across a variety of media types using industry relevant software.

Prerequisites: C or better in JOUR 202 and JOUR 291.

JOUR 329 - A Focused Look at Brand Communications (1 Credit)

Topics in advertising and strategic communications. Individual topics and prerequisites to be announced with title.

JOUR 330 - Advertising and Brand Communications Speakers Series (1 Credit)

Advertising and brand communications industry experts share insights about industry trends, innovative campaigns and careers.

Prerequisites: JOUR 101.

JOUR 331 - Social Media Marketing Strategy (3 Credits)

Instruction on how to align social media with business objectives and overall communication strategies; and exploration of how organizations have incorporated social media into various departmental functions.

Prerequisites: C or better in all of the following JOUR 291; JOUR 201 or JOUR 202.

JOUR 332 - Mass Communications Research (3 Credits)

Fundamentals of mass communications research methods and applications. Survey, observational and experimental research; primary research data-gathering techniques; secondary research sources; data analysis; message, market, competitive and audience research measures.

Prerequisites: JOUR 201 and a course in basic statistics.

JOUR 333 - Public Relations for Nonprofit Organizations (3 Credits)

Theory and practice of developing public relations strategies and messaging for nonprofit organizations with a focus on audience research, donor relations, membership recruitment and fund raising.

Graduation with Leadership Distinction: GLD: Community Service

JOUR 340 - Special Topics in Public Relations (3 Credits)

Special topics course addressing current issues, problems, and/or trends in public relations. Topics may change from term to term. May be repeated for credit with different course topics.

JOUR 343 - Social Media for Sports Media (3 Credits)

Effective social media use in the world of the sports media.

Topics relating to advertising, journalism, public relations, visual communications, and mass communications will be discussed. Provides contextual background on various social media and uses exercises to develop best practices.

JOUR 344 - SEC Football and Sports Media (3 Credits)

The media's role in how the public views the SEC football games, schools, and athletes is a key component to the mystique of the league. This course examines the media's role in the past, present, and future of the SEC.

JOUR 345 - Gender, Sexuality, and Sports Media (3 Credits)

How the sports media culture helps create and maintain, as well as challenge, inequalities based on gender and sexual identity. Students will learn how gender and sexuality are constructed through sports media and how they intersect with race, class, able-bodiedness and nationality.

JOUR 346 - Graphics for Visual Communications (3 Credits)

The personal computer and software related to the design and production of graphic and photographic images for print and onscreen media.

Prerequisite or Corequisite: C or better in JOUR 203 or ARTS 102.

JOUR 347 - Photography for Visual Communications (3 Credits)

Introductory photography that includes digital SLR camera use, multiple lenses, lighting, editing and distribution for web and display. Emphasis is on storytelling images for publication in editorial and persuasive media.

JOUR 348 - Creative Thinking and Problem Solving (3 Credits)

This course introduces the fundamental principles of creative behavior.

Theoretical and practical methods of problem-solving as well as discovery, evaluation, and implementation of new ideas.

JOUR 361 - Introductory Reporting and Writing (2 Credits)

Basics of news reporting: Story generation, critical thinking, story development, writing, shooting and editing broadcast stories, writing Web stories, using visual components of still pictures, graphics and video.

Prerequisites: C or better in JOUR 291.

Corequisite: JOUR 361L.

JOUR 361L - Introductory Reporting and Writing Lab (1 Credit)

Basics of news reporting: Story generation, critical thinking, story development, writing, shooting and editing broadcast stories, writing Web stories, using visual components of still pictures, graphics and video.

Prerequisites: JOUR 291.

Corequisite: JOUR 361.

JOUR 362 - Editing (3 Credits)

Skills and techniques required in preparing stories for publication. Laboratory work includes editing various kinds of copy and writing headlines.

Prerequisites: JOUR 291.

JOUR 371 - Social Media and Mobile Journalism (3 Credits)

This course provides an introduction on how to use online social platforms and mobile tools following journalistic editorial guidelines. Students will get an overview of the digital-first mindset that informs and enriches their professional preparation.

Prerequisites: C or better in JOUR 204 and JOUR 291.

JOUR 382 - Business Basics for Communications (3 Credits)

Students will gain a fundamental understanding of business and how write about it. Students will learn how various aspects of business, finance and the economy relate to individuals, communities, companies, governments and world events and how to communicate that impact.

JOUR 384 - Professional Perspectives in Business Communications (1 Credit)

These classes focus on specific areas of business communications to either deepen students' understanding of the subject or improve their ability with a particular skill (reporting, writing, editing, videography, social media, etc.). These topics may change from term to term.

Prerequisites: C or better in JOUR 382.

JOUR 385 - Social Media Planning (3 Credits)

An introduction to social media planning and digital media analytic skills, includes survey and analysis of content and strategies based on social media insights.

JOUR 391 - Sports Media and Society (3 Credits)

History of sports media and an analysis of current relationships between the sports industry, athletes, media, social media and the audience.

JOUR 392 - Podcasting and Audio Production (3 Credits)

This course is designed to teach you the fundamentals of audio storytelling, from conception and field gathering skills to writing for the ear and basic non-linear audio production. You will learn to distinguish the ways audio stories differ from those in print, and produce different types of media projects.

Prerequisites: JOUR 291.

JOUR 393 - Digital Signage (3 Credits)

This class introduces you to what is rapidly becoming the "fifth screen" digital signage, its place in modern communications, some of the issues surrounding it and how to create and evaluate content for it. Students will evaluate the SJMC digital sign system and may create content for it.

Prerequisites: JOUR 291.

JOUR 394 - Sports Media Ethics (3 Credits)

Examination of the ethical dilemmas and moral situations that sports media members face from outside and internal sources and the ethical obligation to provide citizens with fair and balanced reporting of issues.

JOUR 396 - Experiential Learning in Mass Communications (3 Credits)

Supervised professional experience in mass communications-related fields. Contract approval by instructor, advisor, and department head is required.

Experiential Learning: Experiential Learning Opportunity

JOUR 397 - Research Experience In Mass Communications (3 Credits)

Supervised mass communications research experience to develop student's advanced research and analytical skills. Individual research contract developed in consultation with the instructor.

Prerequisites: C or better in JOUR 332.

JOUR 398 - Diversity Topics in Mass Media (3 Credits)

Topics addressing the intersection of race, gender, sexual orientation, or other forms of diversity or marginality and mass media. Topics may change from term to term. May be repeated for credit with different topics.

JOUR 399 - Special Topics (3 Credits)

Topics in journalism and mass communications. Individual topics and prerequisites to be announced. Some topics may have prerequisites; check with student services or the syllabus for the section you are interested in.

JOUR 400 - Digital Media and Big Data Analysis (3 Credits)

Understanding digital media concepts including AI, blockchain, net neutrality, big data, privacy, and network analysis.

JOUR 416 - Creative: Strategy to Execution (3 Credits)

Principles and practices of developing creative and effective brand communications and to acquire proficiency in execution of brand communications.

Prerequisites: C or better in JOUR 220, JOUR 316 and JOUR 317.

JOUR 419 - Special Topics in Advertising (3 Credits)

Topics addressing contemporary issues in advertising and brand communications. Topics may change from term to term. May be repeated for credit with different topics.

JOUR 421 - Media Analysis (3 Credits)

Research and development of a media plan using integrated communications approach and simulation models.

Prerequisites: JOUR 202.

Graduation with Leadership Distinction: GLD: Research

JOUR 428 - Super Bowl Commercials (3 Credits)

An exploration of how Super Bowl commercials reflect and influence our society. Topics include the way different groups are portrayed, the strategy behind the commercials, and how creative tactics have evolved.

JOUR 436 - Public Relations Writing (3 Credits)

Special areas of writing for public relations.

Prerequisites: JOUR 201 and JOUR 291.

Graduation with Leadership Distinction: GLD: Professional and Civic Engagement Leadership Experiences

JOUR 437 - Advanced Public Relations Writing (3 Credits)

An applied writing skills laboratory that will review and create advanced types of public relations writing and study applicable theory, models and research methods.

Prerequisites: JOUR 101, JOUR 201, JOUR 291 and JOUR 436.

JOUR 438 - Media Relations (3 Credits)

Planning and writing skills to effectively execute media relations, including how to research reporters and outlets, build a media relations plan, create messaging platforms, identify and prepare spokespeople, manage crisis communications and employ social media.

Prerequisites: JOUR 436.

JOUR 440 - Leadership and Internal Relations Management (3 Credits)

Leadership and communication inside an organization as a component of public relations management; strategy, change management, ethics, employees from executive to labor, and organizational theory applied to engage internal stakeholders.

Prerequisites: C or better in JOUR 201.

Graduation with Leadership Distinction: GLD: Professional and Civic Engagement Leadership Experiences

JOUR 443 - Sports Announcing (3 Credits)

This course is designed to introduce students to various aspects of live sports broadcasting. Students will learn skills and techniques that will prepare them to perform live on-air duties including game play-by-play and color analyst.

Prerequisites: C or better in JOUR 291.

JOUR 444 - Multimedia Sports Storytelling (3 Credits)

Crafting longform sports media stories through course-long projects and in-class exercises that sharpen storytelling skills and techniques.

JOUR 445 - Team Media for Sports Media (3 Credits)

The emerging field of sports team media. Content will expose students to many topic areas that comprise team media including sports advertising, journalism, public relations, visual communications, and content creation.

JOUR 446 - Informational Graphics (3 Credits)

Visual presentation of quantitative and spatial information. Examines the planning, design, and preparation of statistical graphs, charts, timelines, diagrams, and maps.

Prerequisites: JOUR 203, JOUR 346 and STAT 110.

JOUR 447 - Video for Visual Communications (3 Credits)

Theory, skills, and techniques to create high-quality videos and multimedia for use in a variety of media applications, including editorial assignments, informational messages and persuasive communications. Emphasis on one-person producer with minimal equipment telling stories for non-traditional media.

Prerequisites: C or better in JOUR 347.

JOUR 448 - Multimedia for Visual Communications (3 Credits)

Team-based multimedia storytelling with an emphasis on studio and location lighting to produce professional-level photography projects and short videos for use in a variety of applications, including editorial assignments and persuasive communications.

Prerequisites: C or better in JOUR 347 and JOUR 447.

JOUR 449 - Design of Online Content (3 Credits)

Introduction to the skills and processes involved in the design and display of online content such as interactive graphics, animation, and video. Considerations for designing and delivering content on a variety of platforms from personal computers to mobile devices.

Prerequisites: JOUR 346.

JOUR 450 - Studio and Location Lighting for Still Photography (3 Credits)

Still photography lighting techniques for mass media applications. Emphasis on studio and on-location lighting of portraits, fashion, illustrations, food and product photography.

Prerequisites: C or better in JOUR 347, ARTS 261, ARTS 361, or ARTS 260.

JOUR 451 - Freelancing for Creative Professionals (3 Credits)

The theory and practice of entrepreneurship as they apply to creative professionals interested in starting their own freelance business.

JOUR 452 - Photojournalism (3 Credits)

Immersive course in long-form photojournalism storytelling. Students will spend the semester documenting a topic, with emphasis on gathering images with high technical level and compelling content. Class will edit content and create a presentation for the public compelling content.

Prerequisites: C or better in JOUR 347, ARTS 261, or ARTS 361, or by instructor permission.

JOUR 455 - Special Topics in Visual Communications (3 Credits)

Introduction to issues surrounding the history, theory, skills and techniques of developing and niche visual communications technologies, topics, skills and concepts. Topics may change from term to term. May be repeated for credit with different topics.

JOUR 461 - Sports Journalism (3 Credits)

This course introduces students to the core principles, values, and best practices that guide the work of professional sports journalists. Students will develop skills that are necessary to function as sports journalists in today's media environment.

Prerequisites: C or better in JOUR 291.

JOUR 471 - Intermediate Reporting and Production (3 Credits)

Continuing development of students' ability to identify, gather, write, edit and present news, responsibly and ethically, across a range of formats, alone and in teams.

Prerequisites: JOUR 204, JOUR 303, JOUR 361.

Graduation with Leadership Distinction: GLD: Research

JOUR 472 - Power Producing (3 Credits)

Examines the art and skill of television news producing, providing students the opportunity to learn about the production process in a real-world, hands-on environment.

Prerequisites: C or better in JOUR 361.

JOUR 472L - Power Producing Lab (1 Credit)

Examines the art and skill of television news producing, providing students the opportunity to learn about the production process in a real-world, hands-on environment.

Prerequisites: C or better in JOUR 361, JOUR 444, or equivalent video/editing experience.

Corequisite: JOUR 472.

JOUR 475 - Special Topics in Nonfiction Storytelling with Emerging Technologies (3 Credits)

Students produce in-depth journalism projects using a range of storytelling tools and technologies, such as: websites, interactive graphics/maps, HD- and 360-video, drones, AR/VR technology, and podcasting. May be repeated for credit with different topics.

Prerequisites: C or better in JOUR 361 or JOUR 447.

Graduation with Leadership Distinction: GLD: Research

JOUR 480 - Media Management (3 Credits)

This course provides an introduction to and overview of issues and practices in media management. You will steep yourself in and become conversant about economic, industrial and societal forces that influence modern media content curation, production and distribution.

JOUR 482 - Business Reporting and Writing (3 Credits)

This course is designed to build on your basic knowledge of various aspects of business and give you the tools and skills you need to synthesize sometimes complex information and communicate it clearly and accurately to an audience.

Prerequisites: C or better in JOUR 382.

JOUR 483 - Reporting and Writing About the Economy (3 Credits)

This course is designed to build on your basic knowledge of various aspects of the economy and give you the tools and skills you need to synthesize sometimes complex information and communicate it clearly and accurately to an audience.

JOUR 491 - Communication and Information Transfer (3 Credits)

An overview of the communication models, major concepts, trends, and other related issues of information transfer with a focus on information seeking and use in digital age.

Prerequisites: JOUR 101 or SLIS 201.

JOUR 499 - Special Topics (3 Credits)

Topics in journalism and mass communications. Individual topics will vary by title. Prerequisites to be announced in class schedule.

Graduation with Leadership Distinction: GLD: Research

JOUR 501 - Freedom, Responsibility, and Ethics of the Mass Media (3 Credits)

Historical development of freedom, responsibility, and ethics in the mass media, including communication theories, pressures, ownership.

Graduation with Leadership Distinction: GLD: Diversity and Social Advocacy, GLD: Professional and Civic Engagement Leadership Experiences

JOUR 504 - International Mass Communications (3 Credits)

A comparative study of world mass communications media, with particular attention to press systems, the sources and flow of international news, and the problems and implications of world communications.

JOUR 506 - Mass Media Criticism (3 Credits)

Development of critical thinking skills for analyzing mass media.

Prerequisites: JOUR 101.

JOUR 507 - Health Communication: The Science and Practice (3 Credits)

Explores the role of journalism in shaping perceptions of scientific issues and task. Emphasis on methods of effectively communicating about science, health, and the environment.

JOUR 508 - Faith, Values, and the Mass Media (3 Credits)

Faith and values influence the media. An examination of the influence, why it happens, and of religious diversity and the increased public presence of religions, including Hinduism and Islam.

Prerequisites: JOUR 291 and junior or senior standing or consent of instructor

Graduation with Leadership Distinction: GLD: Diversity and Social Advocacy

JOUR 509 - Environmental Communication: The Science and Practice (3 Credits)

The role of journalism in shaping perceptions of environmental and scientific issues and tasks. Emphasis on methods of effectively communicating about science and the environment.

JOUR 515 - Mass Communications Capstone Portfolio (3 Credits)

Development of Mass Communications E-portfolio showcasing and reflecting on coursework and experiential learning, with a focus on leadership, as preparation for matriculation in higher education or careers in mass media.

Prerequisites: C or better in JOUR 501, JOUR 506, or JOUR 542.

JOUR 516 - Advanced Creative Advertising (3 Credits)

Development of writing styles for print and broadcast advertising.

Prerequisites: C or better in JOUR 416.

JOUR 517 - Integrated Campaigns (3 Credits)

The development of a complete, well coordinated integrated communications plan that incorporates research and analysis techniques, critical thinking, team work, creative and tactical skills.

Prerequisites: C or better in JOUR 416 and JOUR 421.

Graduation with Leadership Distinction: GLD: Research

JOUR 518 - Brand Communications Practicum/Competitions (3 Credits)

Application of advertising techniques and skills in preparation of full scale campaign.

Prerequisites: JOUR 332, JOUR 416, JOUR 421.

JOUR 521 - Interactive Communication Strategies (3 Credits)

The development of a complete, well-coordinated integrated communications plan that incorporates research and analysis techniques, critical thinking, team work, creative and tactical skills.

JOUR 527 - Advertising Management (3 Credits)

The dynamics of leadership and management in the creative industries.

Prerequisites: JOUR 202.

JOUR 530 - Creative Leadership (3 Credits)

Theories of leadership as applied to creative industries. Students will engage and interact with community-based organizations to assess needs, plan communications strategies, lead student teams in developing those ideas, and present to clients. Junior standing or permission of instructor.

JOUR 531 - Public Relations Campaigns (3 Credits)

Development of public relations campaigns for business and social institutions. Case studies of public relations campaigns and programs.

Prerequisites: JOUR 201, JOUR 332, JOUR 436.

Graduation with Leadership Distinction: GLD: Community Service, GLD: Research

JOUR 533 - Public Relations Management (3 Credits)

Researching, programming, staff, budgeting, and planning public-relations programs by business, government, or consulting firms.

Prerequisites: JOUR 201, JOUR 436.

JOUR 534 - Publication Writing and Design (3 Credits)

Publication writing and design as well as internal or constituent communications, specifically focused on an internal audience. Production of InterCom, the College of Mass Communications and Information Studies' alumni magazine.

Prerequisites: JOUR 291.

JOUR 536 - Crisis Communications (3 Credits)

Introduction to crisis communications and management from a strategic, theory-based approach using research from historical and current case studies.

Graduation with Leadership Distinction: GLD: Professional and Civic Engagement Leadership Experiences

JOUR 537 - The Carolina Agency (3 Credits)

Participation in a functioning communications agency working for actual clients in a student-directed environment. Opportunity to both lead and be a part of a team servicing the communication needs of various clients.

Prerequisites: JOUR 101; JOUR 201; JOUR 203 or JOUR 202; and JOUR 291.

Graduation with Leadership Distinction: GLD: Community Service, GLD: Professional and Civic Engagement Leadership Experiences

JOUR 538 - The Bateman Team (3 Credits)

Self-directed development and implementation of a public relations campaign as part of a national competition: PRSSA's Bateman Competition.

Prerequisites: JOUR 332 and JOUR 436.

JOUR 539 - Ethics in Public Relations and Public Policy (3 Credits)

Review of the analytical process of resolving complex ethical issues and cases in public relations; study of the philosophical approaches to communication ethics.

Prerequisites: JOUR 101.

Graduation with Leadership Distinction: GLD: Professional and Civic Engagement Leadership Experiences

JOUR 542 - Public Opinion and Persuasion (3 Credits)

Theory and practice of persuasive communication and the role of persuasion in shaping public opinion.

JOUR 543 - Sports Media Capstone (3 Credits)

A focus on career goal setting, personal branding and leadership in sports media; students will develop a comprehensive ePortfolio showcasing their knowledge, skills and ability to excel in a sports media position.

Prerequisites: C or better in JOUR 391.

JOUR 550 - Advanced Magazine Article Writing (3 Credits)

Writing techniques used in the preparation and marketing of major nonfiction articles for national, regional, and local publications.

Prerequisites: JOUR 566.

JOUR 553 - Motion-Based Graphics for Visual Communications (3 Credits)

Graphic and motion-based principles and techniques for visual communications within multimedia structures.

Prerequisites: C or better in JOUR 346 or ARTS 246.

JOUR 560 - Capstone Portfolio Development (3 Credits)

Advanced techniques of graphic and multimedia design and their application to problem-solving situations in the mass media. Emphasis on portfolio development.

Prerequisites: JOUR 446, JOUR 447, JOUR 449.

JOUR 563 - Public/Civic Journalism (3 Credits)

To gain an understanding of theory and practice of public/civic journalism, seen by its advocates as socially responsible journalism that attempts to build civic participation and empower communities.

JOUR 566 - Magazine Article Writing (3 Credits)

Researching, organizing, writing, and marketing articles for publication in general and specialized publications.

Prerequisites: JOUR 361 or JOUR 436.

JOUR 573 - Editorial and Opinion Writing (3 Credits)

Content and style; writing of editorials, analyses, and commentaries.

Prerequisites: JOUR 291.

JOUR 574 - Data Journalism (3 Credits)

Acquiring, analyzing and presenting data using spreadsheets and other tools to uncover stories and provide depth and context to journalism.

Prerequisites: C or better in JOUR 291.

JOUR 575 - Broadcast Journalism Practicum (3 Credits)

Production of public affairs programs.

Prerequisites: JOUR 326, JOUR 333, and JOUR 434.

Corequisite: JOUR 502, JOUR 503, and JOUR 526.

JOUR 576 - Reporting Public Affairs (3 Credits)

Concentrated analyses of reporting in special fields, particularly in the South, including coverage of government, business, labor, the arts and sciences.

Prerequisites: JOUR 361.

JOUR 579 - Broadcast Announcing (3 Credits)

Theory and practice of professional broadcast announcing. Lecture-demonstration-laboratory course in principles underlying professional performance before microphones and cameras and the various broadcast performance functions.

Prerequisites: JOUR 325.

JOUR 580 - Advanced Reporting Topics (3 Credits)

Study and application of highly specialized reporting on topics related to current public discourse. May be repeated as content varies by title.

Corequisite: JOUR 587, JOUR 589, and JOUR 590 or JOUR 586, JOUR 588 and JOUR 590.

JOUR 586 - Capstone I - Advanced Reporting - Broadcast and Online Journalism (3 Credits)

Professional practice in meeting daily newscast deadlines through work on the Carolina News television newscast. Focus on polished reporting, performance and production techniques and demonstration of advanced television reporting skills under deadline pressure.

Prerequisites: JOUR 471.

Corequisite: JOUR 588 and JOUR 590.

Graduation with Leadership Distinction: GLD: Research

JOUR 587 - Capstone I - Advanced Reporting - Multimedia Journalism (3 Credits)

Professional practice in shaping journalistic reporting to the multimedia environment. Application of news gathering, synthesizing and reporting across platforms – print and online, textual and graphic – in timely fashion.

Prerequisites: JOUR 471.

Corequisite: JOUR 589 and JOUR 590.

JOUR 588 - Capstone II - Advanced Broadcast and Online Journalism Production (3 Credits)

Advanced newscast production skills developed in the context of producing daily Carolina News broadcast. Shape and coordinate reporting and production team under deadline pressure in newsroom setting.

Prerequisites: JOUR 471.

Corequisite: JOUR 586 and JOUR 590.

JOUR 589 - Capstone II - Advanced Multimedia Journalism Production (3 Credits)

Editing and design employed to maximize effectiveness in the multimedia environment. Creating accurate and engaging content to reach consumers in varied ways reflecting contemporary consumer use of media.

Prerequisites: JOUR 471.

Corequisite: JOUR 587 and JOUR 590.

JOUR 590 - Capstone III - Digital Journalism (3 Credits)

Exposure to the evolving variety of journalism techniques, software programs and equipment to effectively tell compelling stories and convey information in multiple visual and interactive forms. Emphasis on extending professional skills while reinforcing current best practices.

Prerequisites: JOUR 471.

Corequisite: JOUR 586 and JOUR 588 or both JOUR 587 and JOUR 589.

JOUR 591 - The Carolina Agency Management Training (3 Credits)

Advanced instruction on how to assume leadership roles in a real life agency setting through tactical planning updates, interdepartmental management, budgeting, and client reviews.

Prerequisites: C or better in JOUR 537.

JOUR 595 - Domestic Study Away in Journalism and Mass Communications (3 Credits)

Domestic study away course will focus on topics in journalism and mass communications and will be taught away from the University of South Carolina Columbia campus. Individual topics will vary by title.

Prerequisites to be announced in class schedule.

JOUR 596 - Study Abroad in Journalism and Mass Communications (3 Credits)

Study abroad course will focus on topics in journalism and mass communications and will be taught as a study abroad experience. Individual topics will vary by title. Prerequisites to be announced in class schedule.

JOUR 597 - Internship in Mass Communications (1-3 Credits)

Supervised professional experience. Maximum of three hours credit. Contract approved by instructor, advisor, and department head is required.

Prerequisites: consent of Sequence Chair and Dean's Office prior to registration.

Graduation with Leadership Distinction: GLD: Professional and Civic Engagement Internships

Experiential Learning: Experiential Learning Opportunity

JOUR 598 - Directed Independent Studies (1-6 Credits)

Individual mass media projects. Contract approved by instructor, advisor, and department head is required for undergraduate students.

JOUR 599 - Advanced Special Topics (3 Credits)

Advanced topics in journalism and mass communications. Individual topics and prerequisites to be announced by title in class schedule.