

MASS COMMUNICATIONS, B.A.J.M.C.

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 | 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: | | |
| 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/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 (30 hours)

| Course | Title | Credits |
|----------------------------------|---|-----------|
| JOUR 101 | Media and Society | 3 |
| JOUR 291 | Writing for Mass Communications | 3 |
| JOUR 303 | Law and Ethics of Mass Communications | 3 |
| or JOUR 304 | Internet and Social Media Law | |
| Select three of the following: | | 9 |
| JOUR 201 | Principles of Public Relations | |
| JOUR 202 | Principles of Advertising and Brand Communications | |
| JOUR 203 | Principles of Visual Communications | |
| JOUR 204 | Principles of Journalism | |
| Select three of the following: | | 9 |
| JOUR 205 | History and Philosophy of the Mass Media | |
| JOUR 306 | Theories of Mass Communications | |
| JOUR 501 | Freedom, Responsibility, and Ethics of the Mass Media | |
| JOUR 506 | Mass Media Criticism | |
| JOUR 542 | Public Opinion and Persuasion | |
| Capstone Portfolio Course | | |
| JOUR 515 | Mass Communications Capstone Portfolio | 3 |
| Total Credit Hours | | 30 |

Leadership with Distinction Pathway (6 hours)

Choose one of the University's Leadership with Distinction Pathways: Global Learning, Research, Civic Engagement, or Community Service.

Courses listed under each pathway are examples that address the pathway's learning outcomes. Except for the required courses identified, other relevant courses that address the pathway outcomes may be substituted per approval of advisor.

Global Learning (6 hours)

| Course | Title | Credits |
|---|-----------------------------------|----------|
| JOUR 504 | International Mass Communications | 3 |
| Select one approved SJMC international elective | | 3 |
| Total Credit Hours | | 6 |

Research (6 hours)

| Course | Title | Credits |
|--|------------------------------|----------|
| JOUR 332 | Mass Communications Research | 3 |
| Select one approved SJMC research elective | | 3 |
| Total Credit Hours | | 6 |

Professionals & Civic Engagement (6 hours)

| Course | Title | Credits |
|---|---|----------|
| Select two of the following approved Professional & Civic Engagement electives: | | 6 |
| JOUR 303 | Law and Ethics of Mass Communications | |
| JOUR 436 | Public Relations Writing | |
| JOUR 501 | Freedom, Responsibility, and Ethics of the Mass Media | |
| JOUR 536 | Crisis Communications | |
| JOUR 537 | The Carolina Agency | |
| JOUR 539 | Ethics in Public Relations and Public Policy | |
| Total Credit Hours | | 6 |

Community Service (6 hours)

- Two approved SJMC service learning or community engagement electives

Diversity and Social Advocacy (6 hours)

| Course | Title | Credits |
|--|---|----------|
| JOUR 311 | Minorities, Women, and the Mass Media | 3 |
| Select one of the following approved SJMC Diversity and Social Advocacy electives: | | 3 |
| JOUR 501 | Freedom, Responsibility, and Ethics of the Mass Media | |
| JOUR 508 | Faith, Values, and the Mass Media | |
| Total Credit Hours | | 6 |

Note: The major in Mass Communications aligns with Graduation with Leadership Distinction. Further information on Graduation with Leadership Distinction can be obtained through the Center for Integrative and Experiential Learning.

Major Electives (12 hours)

Four JOUR electives of the students' choice: at least 3 hours and no more than 6 hours must be from skills courses.

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 243 | Sports Activism and Media | |
| JOUR 244 | Special Topics in Sports Media | |

| | | |
|---------------------------|-------------------------------------|-----------|
| JOUR 245 | Live Television Sports Production | |
| JOUR 343 | Social Media for Sports Media | |
| JOUR 345 | Gender, Sexuality, and Sports Media | |
| JOUR 428 | Super Bowl Commercials | |
| JOUR 443 | Sports Announcing | |
| JOUR 444 | Multimedia Sports Storytelling | |
| JOUR 461 | Sports Journalism | |
| JOUR 499 | Special Topics | |
| JOUR 597 | Internship in Mass Communications | |
| Total Credit Hours | | 12 |