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

<table>
<thead>
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<th>Requirements</th>
<th>Credit Hours</th>
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<tr>
<td>1. Carolina Core</td>
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<td>3. Program Requirements</td>
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<td>4. Major Requirements</td>
<td>48</td>
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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 States 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 examination 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)
<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIST 101</td>
<td>European Civilization from Ancient Times to the Mid-17th Century</td>
<td>3</td>
</tr>
<tr>
<td>HIST 102</td>
<td>European Civilization from the Mid-17th Century</td>
<td></td>
</tr>
<tr>
<td>HIST 104</td>
<td>Introduction to the Civilization of the Islamic Middle East</td>
<td></td>
</tr>
<tr>
<td>HIST 105</td>
<td>Introduction to East Asian Civilization</td>
<td></td>
</tr>
<tr>
<td>HIST 106</td>
<td>Introduction to African History</td>
<td></td>
</tr>
<tr>
<td>HIST 107</td>
<td>Introduction to Ancient Near Eastern Civilization</td>
<td></td>
</tr>
</tbody>
</table>

   Literature (3 hours)
<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 282</td>
<td>Special Topics in Fiction</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 283</td>
<td>Special Topics in British Literature</td>
<td></td>
</tr>
<tr>
<td>ENGL 284</td>
<td>Drama</td>
<td></td>
</tr>
<tr>
<td>ENGL 285</td>
<td>Special Topics in American Literature</td>
<td></td>
</tr>
<tr>
<td>ENGL 286</td>
<td>Poetry</td>
<td></td>
</tr>
<tr>
<td>ENGL 287</td>
<td>American Literature</td>
<td></td>
</tr>
<tr>
<td>ENGL 288</td>
<td>English Literature</td>
<td></td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 101</td>
<td>Media and Society</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 201</td>
<td>Principles of Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 203</td>
<td>Principles of Visual Communications</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 291</td>
<td>Writing for Mass Communications</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 303</td>
<td>Law and Ethics of Mass Communications</td>
<td>3</td>
</tr>
<tr>
<td>or JOUR 304</td>
<td>Internet and Social Media Law</td>
<td></td>
</tr>
<tr>
<td>JOUR 332</td>
<td>Mass Communications Research</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 436</td>
<td>Public Relations Writing</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 531</td>
<td>Public Relations Campaigns</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 533</td>
<td>Public Relations Management</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Credit Hours 27

Major Electives (21 hours)

Three Public Relations Directed Electives
Select two of the following writing courses: 6

- JOUR 362 Editing
- 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
- 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
- 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

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.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 391</td>
<td>Sports Media and Society</td>
<td>3</td>
</tr>
</tbody>
</table>

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

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.

Public Relations, B.A.J.M.C.

Public Relations, B.A.J.M.C. Sports Media Concentration