PUBLIC RELATIONS, 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

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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 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)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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</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>3</td>
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</tbody>
</table>
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 (https://academicbulletins.sc.edu/search/?P=GEOG%20545) and GEOG 546 (https://academicbulletins.sc.edu/search/?P=GEOG%20546)); 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  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.

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 304  Internet and Social Media Law  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
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
JOUR 506  Mass Media Criticism
JOUR 507  Health Communication: The Science and Practice
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.

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<thead>
<tr>
<th>Course</th>
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<th>Credits</th>
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<tbody>
<tr>
<td>JOUR 391</td>
<td>Sports Media and Society</td>
<td>3</td>
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<tr>
<td>Select three elective courses from the following:</td>
<td>9</td>
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<tr>
<td>JOUR 243</td>
<td>Sports Activism and Media</td>
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<td>JOUR 244</td>
<td>Special Topics in Sports Media</td>
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<td>JOUR 245</td>
<td>Live Television Sports Production</td>
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<td>JOUR 307</td>
<td>Media, Sports and Race</td>
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<td>JOUR 343</td>
<td>Social Media for Sports Media</td>
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<tr>
<td>JOUR 345</td>
<td>Gender, Sexuality, and Sports Media</td>
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<td>JOUR 394</td>
<td>Sports Media Ethics</td>
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<td>JOUR 428</td>
<td>Super Bowl Commercials</td>
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<td>JOUR 443</td>
<td>Sports Announcing</td>
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<td>JOUR 444</td>
<td>Multimedia Sports Storytelling</td>
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<td>JOUR 445</td>
<td>Team Media for Sports Media</td>
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<tr>
<td>JOUR 461</td>
<td>Sports Journalism</td>
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<tr>
<td>JOUR 499</td>
<td>Special Topics</td>
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<td>JOUR 597</td>
<td>Internship in Mass Communications</td>
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Total Credit Hours  12