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

Learning Outcomes
Students graduating from the Visual Communications, B.A.J.M.C. program will be able to...

1. Students graduating from the Visual Communications, B.A.J.M.C. program will be able to...
2. Demonstrate the ability to conduct research, gather information, write clearly and correctly and present relevant news or persuasive information at a professional level.
3. 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.
4. 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.
5. Demonstrate an understanding of the ethical concepts, legal implications, considerations and practices that guide the mass media professions.
6. Demonstrate the ability to apply tools and technologies appropriate for the production, editing and presentation of visual, aural, textual or other media content.
7. 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 coursework in residence at the University of South Carolina Columbia. 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.

Degree Requirements (120 hours)
See School of Journalism and Mass Communications (https://academicbulletins.sc.edu/undergraduate/information-communications/) for progression requirements and other regulations.

Program of Study

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Carolina Core</td>
<td>31-44</td>
</tr>
<tr>
<td>2. College Requirements</td>
<td>12-15</td>
</tr>
<tr>
<td>3. Program Requirements</td>
<td>13-29</td>
</tr>
<tr>
<td>4. Major Requirements</td>
<td>48</td>
</tr>
</tbody>
</table>

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 110, STAT 112, STAT 201 , STAT 205 or STAT 206
- 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/), 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)
Select one US History course from the following:
• HIST 111
• HIST 112
• HIST 201
• HIST 214
• SOST 202

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)
• any CC-CMS course (https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/)

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 (12-15 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 103</td>
<td>Introduction to South Asian History</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>
<tr>
<td>HIST 108</td>
<td>Science and Technology in World History</td>
<td></td>
</tr>
<tr>
<td>HIST 109</td>
<td>Introduction to Latin American Civilization</td>
<td></td>
</tr>
<tr>
<td>HIST 110</td>
<td>Conquest, Colonization, and Captivity: A Cultural History of the Americas from 1441 to 1888</td>
<td></td>
</tr>
<tr>
<td>ARTH 107</td>
<td>History of Asian Art</td>
<td></td>
</tr>
<tr>
<td>FAMS 300</td>
<td>Film and Media History</td>
<td></td>
</tr>
<tr>
<td>GERM 280</td>
<td>German Culture and Civilization</td>
<td></td>
</tr>
</tbody>
</table>

Social Science (3 hours)
• Select any CC-GSS (https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/) course or one of the following JOUR courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 243</td>
<td>Sports Activism and Media</td>
<td></td>
</tr>
<tr>
<td>JOUR 285</td>
<td>Social Media and Society</td>
<td></td>
</tr>
<tr>
<td>JOUR 303</td>
<td>Law and Ethics of Mass Communications</td>
<td></td>
</tr>
<tr>
<td>JOUR 304</td>
<td>Internet and Social Media Law</td>
<td></td>
</tr>
<tr>
<td>JOUR 307</td>
<td>Media, Sports and Race</td>
<td></td>
</tr>
<tr>
<td>JOUR 308</td>
<td>Media and Youth</td>
<td></td>
</tr>
<tr>
<td>JOUR 309</td>
<td>Hip Hop, Media and Society</td>
<td></td>
</tr>
<tr>
<td>JOUR 311</td>
<td>Minorities, Women, and the Mass Media</td>
<td></td>
</tr>
<tr>
<td>JOUR 345</td>
<td>Gender, Sexuality, and Sports Media</td>
<td></td>
</tr>
<tr>
<td>JOUR 391</td>
<td>Sports Media and Society</td>
<td></td>
</tr>
<tr>
<td>JOUR 394</td>
<td>Sports Media Ethics</td>
<td></td>
</tr>
<tr>
<td>JOUR 398</td>
<td>Diversity Topics in Mass Media</td>
<td></td>
</tr>
<tr>
<td>JOUR 596</td>
<td>Study Abroad in Journalism and Mass Communications</td>
<td></td>
</tr>
</tbody>
</table>

Social or Behavioral Science (3 hours)
• Any course from HIST- History; POLI- Political Science; AFAM- African-American Studies; ANTH- Anthropology; COLA- College of Liberal Arts; CRJU- Criminal Justice; 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, or any one of the following JOUR courses:

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<th>Credits</th>
</tr>
</thead>
<tbody>
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<td>Sports Activism and Media</td>
<td></td>
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<tr>
<td>JOUR 285</td>
<td>Social Media and Society</td>
<td></td>
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<tr>
<td>JOUR 303</td>
<td>Law and Ethics of Mass Communications</td>
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<td>JOUR 304</td>
<td>Internet and Social Media Law</td>
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<tr>
<td>JOUR 307</td>
<td>Media, Sports and Race</td>
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</tr>
<tr>
<td>JOUR 308</td>
<td>Media and Youth</td>
<td></td>
</tr>
<tr>
<td>JOUR 309</td>
<td>Hip Hop, Media and Society</td>
<td></td>
</tr>
<tr>
<td>JOUR 311</td>
<td>Minorities, Women, and the Mass Media</td>
<td></td>
</tr>
<tr>
<td>JOUR 345</td>
<td>Gender, Sexuality, and Sports Media</td>
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</tr>
<tr>
<td>JOUR 391</td>
<td>Sports Media and Society</td>
<td></td>
</tr>
<tr>
<td>JOUR 394</td>
<td>Sports Media Ethics</td>
<td></td>
</tr>
<tr>
<td>JOUR 398</td>
<td>Diversity Topics in Mass Media</td>
<td></td>
</tr>
<tr>
<td>JOUR 595</td>
<td>Domestic Study Away in Journalism and Mass Communications</td>
<td></td>
</tr>
</tbody>
</table>
Additional SJMC Requirements (3 hours)
Select any one of the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 224</td>
<td>Introduction to Economics</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 350</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 371</td>
<td>Principles of Management</td>
<td>3</td>
</tr>
</tbody>
</table>

3. Program Requirements (13-29 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 (0-17 hours)

Electives cannot include courses of a remedial or developmental nature.

4. Major Requirements (48 hours)

A minimum grade of C is required in all major courses

Major Courses (33 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 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>3</td>
</tr>
<tr>
<td>JOUR 346</td>
<td>Graphics for Visual Communications</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 347</td>
<td>Photography for Visual Communications</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 446</td>
<td>Informational Graphics</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 447</td>
<td>Video for Visual Communications</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 448</td>
<td>Multimedia for Visual Communications</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 449</td>
<td>Design of Online Content</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 560</td>
<td>Capstone Portfolio Development</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Credit Hours 33

Major Electives (15 hours)

- One Visual Communications special topics course (3 hours)
- One JOUR concept/lecture course (3 hours)
- Additional Journalism Electives (9 hours)

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

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.

Visual Communications, B.A.J.M.C.

Visual Communications, B.A.J.M.C. Sports Media Concentration