Major Map: Advertising
Bachelor of Arts in Journalism & Mass Communications (B.A.J.M.C.)
College of Information and Communications
School of Journalism and Mass Communications
Bulletin Year: 2025-2026

UNIVERSITY OF South Carolina

This course plan is a recommended sequence for this major. Courses designated as critical (!) may have a deadline for completion and/or affect time to graduation. Please see the Program Notes section for details regarding "critical courses" for this particular Program of Study.

Critical	Course Subject and Title	Credit Hours	Min. Grade[1]	Major GPA[2]	Code	Prerequisites	Notes
Semester One (15-16 Credit Hours)							
	ENGL 101 Critical Reading and Composition	3	C		CC-CMW		
	STAT 110 Intro. to Statistical Reasoning *or* STAT 112 Statistics and the Media *or* STAT 201 Elementary Statistics *or* STAT 205 Elem. Statistics for the Bio. & Life Sci. *or* STAT 206 Elem. Statistics for Business	3			CC-ARP	See Bulletin Listing	
	JOUR 101 Media & Society	3	C		MR		
!	JOUR 202 Principles of Advertising & Brand Comm.	3	C		MR		
	UNIV 101 The Student in the University *or* Carolina Core Requirement[3]	3			PR/CC		
Semester Two (15-16 Credit Hours)							
	ENGL 102 Rhetoric and Composition	3	C		CC-CMW CC-INF	C or better in ENGL 101	
	Carolina Core ARP	3			CC-ARP		
	JOUR 220 Brand Strategy: Understanding Consumers	3	C		MR	C or better in JOUR 101	
	JOUR 291 Writing for Mass Communications	3	C		MR		
	Foreign language[4] *or* other Carolina Core Requirement[3]	3-4			CC-GFL		
Semester Three (15-16 Credit Hours)							
	JOUR 303 Law & Ethics of Mass Communications *or* JOUR 304 Internet and Social Media Law	3	C		MR		
	JOUR Elective[5]	3	C		MR	See Bulletin listing.	
	Carolina Core Requirement[3]	3-4			CC		
	Carolina Core Requirement[3]	3			CC		
	Foreign language[4] *or* Carolina Core Requirement[3]	3			CR/CC		
Semester Four (15-16 Credit Hours)							
	JOUR 316 Toolkit for Concept Development	3	C		MR	C or better in JOUR 202 & 291	
	JOUR 317 Toolkit for Brand Communication: Creative Execution	3	C		MR	C or better in JOUR 202 & 291	
	Carolina Core GHS Requirement[4] (HIST 111, 112, 201, 214, *or* SOST 202)	3			CC-GHS		
	Carolina Core Requirement[3]	3			CC		
	Foreign language[4] *or* other Carolina Core Requirement[3]	3-4			CC-GFL		
Semester Five (15 Credit Hours)							
	JOUR 421 Media Analysis	3	C		MR	JOUR 202 & Junior standing	
	JOUR 416 Creative: Strategy to Execution	3	C		MR	JOUR 220, 316, & 317	
	ECON 224 Introduction to Economics *or* MKTG 350 Principles of Marketing *or* MGMT 371 Principles of Management	3			CR	ECON 224 & ACCT 222 for non-Business majors *(MKTG 350)*	
	Carolina Core Requirement[3] *or* Elective[6]	3			CC/PR		
	Elective[6]	3			PR		
Semester Six (15 Credit Hours)							
	JOUR Elective[5] / Concentration Course[7]	3	C		MR	See Bulletin listing.	
	JOUR Elective[5] / Concentration Course[7]	3	C		MR	See Bulletin listing.	
	Carolina Core Requirement[3] *or* Elective[6]	3			CC/PR		
	History[8]	3			CR		
	Social Science[9]	3			CR		
Semester Seven (15 Credit Hours)							
	JOUR 517 Integrated Campaigns	3	C		MR CC-INT	JOUR 416 & 421 *(JOUR 517 only)*; See Bulletin listing.	
	JOUR Elective[5] / Concentration Course[7]	3	C		MR	See Bulletin listing.	
	Social or Behavioral Science[10]	3			CR		
	Elective[6]	3			PR		
	Elective[6]	3			PR		
Semester Eight (14 Credit Hours)							
	JOUR Elective[5]	3	C		MR CC-INT	JOUR 416 & 421 *(JOUR 517 only)*; See Bulletin listing.	
	JOUR Elective[5] / Concentration Course[7]	3	C		MR	See Bulletin listing.	
	Elective[6]	3			PR		
	Elective[6]	3			PR		
	Elective[6]	2			PR		

D. Waymer

Graduation Requirements Summary

Minimum Total Hours	Minimum Major Requirements Hours	College & Program Requirements Hours	Carolina Core Hours	Minimum Institutional GPA
120	48	29-41	31-43	2.5

1. Regardless of individual course grades, students must maintain a minimum 2.5 cumulative GPA.
2. Some colleges require a minimum GPA for major courses. Courses indicated in this column are included in the major GPA for this program of study.
3. The Carolina Core provides the common core of knowledge, skill and academic experience for all Carolina undergraduate students.
4. Students in the Advertising major are required to demonstrate proficiency in one foreign language equivalent to the 122 course through course credit or the corresponding foreign language placement score.
5. **Journalism Major Electives (18 hours)** include: 1) a JOUR concept/lecture course *(3 hours)*; 2) two directed capstone electives *(6 hours)*; and 3) nine hours of JOUR electives.
   a. **JOUR concept/lecture course (3 hours):** JOUR 201, 203, 204, 205, 219, 242, 243, 249, 285, 286, 303, 304, 306, 307, 308, 309, 311, 312, 331, 332, 333, 343, 344, 345, 348, 382, 385, 391, 394, 398, 400, 428, 440, 445, 451, 480, 491, 501, 506, 507, 508, 509, 527, 536, 539, 542, 563, 595, 596.
   b. **Directed Capstone Electives (6 hours):** JOUR 516, 518, 521, 528, 530, 537, 538, 597.
6. Electives cannot include courses of a remedial or developmental nature.
7. **Sports Media Concentration Courses (12 hours):** JOUR 391 (required) and 9 hours from: JOUR 242, 243, 244, 245, 307, 343, 344, 345, 394, 428, 443, 444, 461, 472, 472L.
8. **History Course (3 hours): HIST** 101, 102, 103, 104, 105, 106, 107, 108, 109, 110; **ARTH** 107; **FAMS** 300; **GERM** 280.
9. **Social Science (3 hours):** any CC-GSS course or one of the following JOUR courses: JOUR 243, 285, 303, 304, 307, 308, 309, 311, 345, 391, 394, 398, 596.
10. **Social or Behavioral Sciences (3 hours)**: any course from AFAM (African American Studies); ANTH (Anthropology); COLA (College of Liberal Arts); CRJU (Criminal Justice); GEOG (Geography – except GEOG 545 & 546); HIST (History); LASP (Latin American Studies); POLI (Political Science); PSYC (Psychology); SOCY (Sociology); SOST (Southern Studies); WGST (Women's & Gender Studies) or any one of the following JOUR courses: JOUR 243, 285, 303, 304, 307, 308, 309, 311, 345, 391, 394, 398, 596.

Program Notes:
- Courses identified as "critical" may affect time to graduation due to prerequisite requirements for subsequent required courses.
- All undergraduate students must take a 3-credit course or its equivalent with a passing grade that covers the founding documents. This course may fulfill any requirement in the program of study. Courses that meet this requirement are listed in the academic bulletin.
- 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.
- The last 30 credit hours toward your degree must be earned in residence at the University of South Carolina.

University Requirements: Bachelor's degree-seeking students must meet Carolina Core (general education) requirements. For more information regarding these requirements, please visit the Carolina Core page on the University website.

Codes:		
CC	Carolina Core	**CC-INF** Carolina Core – Information Literacy
CC-AIU	Carolina Core-Aesthetic and Interpretive Understanding	**CC-INT** Carolina Core – Integrative Course
CC-ARP	Carolina Core-Analytical Reasoning and Problem-Solving	**CC-SCI** Carolina Core – Scientific Literacy
CC-CMS	Carolina Core-Effective, Engaged, and Persuasive Communication: Spoken Component	**CC-VSR** Carolina Core – Values, Ethics, and Social Responsibility
CC-CMW	Effective, Engaged, and Persuasive Communication: Written Component	**CR** College Requirement
CC-GFL	Carolina Core-Global Citizenship and Multicultural Understanding: Foreign Language	**MR** Major Requirement
CC-GHS	Carolina Core – Historical Thinking	**PR** Program Requirement
CC-GSS	Carolina Core – Social Sciences	

Disclaimer: 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.