

Major Map: Public Relations 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

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

E S oi oi	Course Subject and Title r One (15 Credit Hours) ENGL 101 Critical Reading and Composition ETAT 110 Intro. to Statistical Reasoning or STAT 112 Statistics and the Media	Credit Hours	Min. Grade <sup>1</sup>	Major GPA <sup>2</sup>		Prerequisites	Notes
E S oi oi	ENGL 101 Critical Reading and Composition STAT 110 Intro. to Statistical Reasoning	3			CC-CMW		
S oi oi	STAT 110 Intro. to Statistical Reasoning		С		CC-CMW		
01 01 01		3					
oi oi	CTAT 112 Statistics and the Madia				CC-ARP	See Bulletin Listing	
O							
	or STAT 201 Elementary Statistics						
	or STAT 205 Elem. Statistics for the Bio. & Life Sci.						
	or STAT 206 Elem. Statistics for Business	2	•		MD		
	OUR 101 Media & Society	3	C C		MR		
	OUR 201 Principles of Public Relations JNIV 101 The Student in the University	3	C		MR PR/CC		
	or Carolina Core Requirement <sup>3</sup>	3			PR/CC		
	r Two (15 Credit Hours)						
	ENGL 102 Rhetoric and Composition	3	С		CC-CMW	C or better in ENGL 101	
F	TOE THE INICIONO AND COMPOSITION		O		CC-INF	O of Better III E110E 101	
С	Carolina Core ARP	3			CC-ARP		
	OUR 203 Principles of Visual Communications	3	С		MR		
	OUR 291 Writing for Mass Communications	3	C		MR		
	Foreign language <sup>4</sup> or other Carolina Core Req. <sup>3</sup>	3			CC-GFL		
	Three (15-16 Credit Hours)						
	OUR 303 Law & Ethics of Mass Communications	3	С		MR		
O.	or JOUR 304 Internet and Social Media Law						
J٥	OUR 332 Mass Communications Research	3	С		MR	JOUR 201 & a course in basic	
						stats.	
	Carolina Core Requirement <sup>3</sup>	3			CC		
	Carolina Core Requirement <sup>3</sup>	3-4			CC		
	oreign language <sup>4</sup> or Carolina Core Requirement <sup>3</sup>	3			CR/CC		
	Four (15-17 Credit Hours)			1		10117 001 0 001	
	OUR 436 Public Relations Writing	3	С		MR	JOUR 201 & 291	
	OUR 539 Ethics in Public Relations & Public Policy	3	С		MR	JOUR 101	
	Carolina Core Requirement <sup>3</sup>	3-4			CC		
20	Carolina Core GHS Requirement <sup>3</sup> (HIST 111, 112, 201, 214, <i>or</i> SOST 202)	3			CC-GHS		
	oreign language <sup>4</sup> <i>or</i> other Carolina Core Req. <sup>3</sup>	3-4			CC-GFL		
	r Five (15 Credit Hours)			1	MD	0 0 0 0 0	
	OUR Major Elective (Writing) <sup>5</sup>	3	С		MR	See Bulletin listing.	
	OUR Major Elective (Concept/Lecture) <sup>5</sup>	3	С		MR	See Bulletin listing.	
	ECON 224 Introduction to Economics	3			CR		
	or MKTG 350 Principles of Marketing						
	or MGMT 371 Principles of Management Carolina Core Requirement <sup>3</sup> or Elective <sup>6</sup>	3			CC/PR		
	Carolina Core Requirement of Elective Carolina Core Requirement of Elective	3			CC/PR		
	r Six (15 Credit Hours)	J			CONTR		
	OUR 531 Public Relations Campaigns	3	С		MR	JOUR 201, 436 & senior standing;	
	or JOUR 533 Public Relations Management				CC-INT	& JOUR 332 (JOUR 531 only)	
	OUR Major Elective (Work Experience) <sup>5</sup>	3	С		MR	See Bulletin listing.	
	History <sup>7</sup>	3			CR		
	Social Science <sup>8</sup>	3			CR		
	Elective <sup>6</sup>	3			PR		
	Seven (15 Credit Hours)						
	OUR 531 Public Relations Campaigns	3	С		MR	JOUR 201, 436 & senior standing;	
O	or JOUR 533 Public Relations Management				CC-INT	& JOUR 332 (JOUR 531 only)	
	OUR Major Elective <sup>5</sup> / Concentration Course <sup>9</sup>	3	С		MR	See Bulletin listing.	
	Social or Behavioral Science <sup>10</sup>	3			CR		
<u> </u>	Elective <sup>6</sup>	3			PR		
	Elective <sup>6</sup>	3			PR		
E							
nester	r Eight (14 Credit Hours)			1			
mester Jo	OUR Major Elective <sup>5</sup> / Concentration Course <sup>9</sup>	3	С		MR	See Bulletin listing.	
mester Jo	OUR Major Elective <sup>5</sup> / Concentration Course <sup>9</sup> OUR Major Elective <sup>5</sup> / Concentration Course <sup>9</sup>	3	C C		MR	See Bulletin listing. See Bulletin listing.	
mester Jo Jo	OUR Major Elective <sup>5</sup> / Concentration Course <sup>9</sup>						

**Graduation Requirements Summary** 

Minimum Total Hours	Minimum Major Requirements Hours	College & Program Requirements Hours	Carolina Core Hours	Minimum Institutional GPA
120	48	30-42	31-43	2.5

- Regardless of individual course grades, students must maintain a minimum 2.5 cumulative GPA.
- 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.
- The Carolina Core provides the common core of knowledge, skill and academic experience for all Carolina undergraduate students. 3
- Students in the Public Relations 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.
- Journalism major electives include: two Public Relations Directed Electives (6 hours); one writing course -3 hours; one work experience course -3 hours; one JOUR Concept/Lecture course -3 hours; and three JOUR electives (9 hours) of the student's choice.

  - Public Relations Directed Elective—Writing Course (3 hours): JOUR 362, 416, 437, 534, 566. Public Relations Directed Elective—Work Experience Course (3 hours): JOUR 518, 537, 538, 597.
  - JOUR Concept/Lecture Course (3 hours): JOUR 202, 204, 205, 219, 242, 243, 249, 286, 303, 304, 306, 307, 308, 309, 311, 312, 331, 332, 333, 343, 344, 345, 348, 382, 385, 391, 394, 398, 400, 421, 428, 440, 445, 451, 480, 491, 499, 501, 506, 507, 508, 509, 527, 530, 536, 539, 542, 563, 595, 596, 599.
- 6. Electives cannot include courses of a remedial or developmental nature.
- History Course (3 hours): HIST 101, 102, 103, 104, 105, 106, 107, 108, 109, 110; ARTH 107; FAMS 300; GERM 280.
- 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,
- 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
- 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.