School of Journalism and Mass Communications Electives

Please refer to the Master Schedule in Self-Service Carolina for specific course offerings for each semester. Not every possibility for an elective is listed. Please see your assigned academic advisor should you have any questions.

Spring 2018 Elective Offerings

- Any principles course not required for your specific major (JOUR 201, 202, 203, or 204)
- JOUR 205 – History and Philosophy of the Mass Media
- JOUR 306 – Theories of Mass Communications (Prerequisite: JOUR 101)
- JOUR 311 – Minorities, Women and the Mass Media
- JOUR 329 Section 001 – Brand and Consumer Research (one credit hour only)
- JOUR 329 Section 002 – Pitching the Campaign Idea (one credit hour only)
- JOUR 330 – Advertising and Brand Communications Series (one credit hour only)
- JOUR 332 – Mass Communications Research (Prerequisites: JOUR 101 and STAT 201)
- JOUR 333 – Public Relations for NonProfit (Prerequisites: JOUR 291)
- JOUR 362 – Editing (Prerequisite: JOUR 291)
- JOUR 393 – Digital Signage (Prerequisite: JOUR 291)
- JOUR 428 – Super Bowl Commercials
- JOUR 437 – Advanced Public Relations Writing (Prerequisites JOUR 436)
- JOUR 438 – Media Relations (Prerequisites JOUR 436)
- JOUR 450 – Studio and Location Lighting for Still Photography
- JOUR 451 – Freelancing for Creative Professionals
- JOUR 472 – Power Producing (Prerequisite: JOUR 361, 346 or 347 and application process)
- JOUR 491 – Communication and Information Transfer (Prerequisite: JOUR 101 or SLIS 201)
- JOUR 499 – Modernism: Radical and Enduring
- JOUR 499 – Sports Journalism (Prerequisite: JOUR 361)
- JOUR 499 – Live Sport Production (Prerequisites: application process)
- JOUR 499 – Financial Basics for Communications
- JOUR 499 – Social Media and Big Data
- JOUR 499 – Longform Photo Story (Permission of Instructor)
- JOUR 499 – Social Media – Objectives, Strategies and Tactics (Prerequisites: JOUR 201 and 436)
- JOUR 499 – Advanced Multimedia Storytelling (Permission of Instructor)
- JOUR 499 – Motion Design (Prerequisites: 346)
- **JOUR 499H01** – It’s Not Easy Being Memed: Expression Law in the Digital Age (counts for JOUR 303 for honors students)
- JOUR 501 – Freedom, Responsibility and Ethics of the Mass Media
- JOUR 506 – Mass Media Criticism (Prerequisite: JOUR 101)
- JOUR 534 – Publication Writing and Design (Prerequisites: JOUR 291 and application process)
- JOUR 536 – Crisis Communications (Prerequisites: JOUR 201 and 436)
- JOUR 540 – Magazine Article Writing (Prerequisite: JOUR 361 or 436)
- JOUR 542 – Public Opinion and Persuasion
- JOUR 574 – Data Journalism (Prerequisites: JOUR 291)
- JOUR 597 – Internship (Prior approval required – see Gina Polizzi for details)

Eligible Journalism Directed Skills Electives

- JOUR 362 – Editing (Prerequisite: JOUR 291)
- JOUR 472 – Power Producing (Prerequisite: JOUR 361, 346 or 347 and application process)
- JOUR 499 – Sports Journalism (Prerequisite: JOUR 361)
• JOUR 499 – Advanced Multimedia Storytelling (Permission of Instructor)
• JOUR 534 – Publication Writing and Design (Prerequisites: JOUR 291 and application process)
• JOUR 540 – Magazine Article Writing (Prerequisite: JOUR 361 or 436)
• JOUR 574 – Data Journalism (Prerequisite: JOUR 291)
• JOUR 597 – Internship (Prior approval required – see Gina Polizzi for details)

Eligible Writing Electives for Public Relations Majors

• JOUR 362 – Editing (Prerequisite: JOUR 291)
• JOUR 437 – Advanced Public Relations Writing (Prerequisites JOUR 436)
• JOUR 438 – Media Relations (Prerequisites: JOUR 436)
• JOUR 499 – Social Media – Objectives, Strategies and Tactics (Prerequisites: JOUR 201 and 436)
• JOUR 534 – Publication Writing and Design (Prerequisites: JOUR 291 and application process)
• JOUR 540 – Magazine Article Writing (Prerequisite: JOUR 361 or 436)
• JOUR 574 – Data Journalism (Prerequisite: JOUR 291)

Eligible Conceptual Directed Electives

• Any principles course not required for your specific major (JOUR 201, 202, 203, or 204)
• JOUR 205 – History and Philosophy of the Mass Media
• JOUR 306 – Theories of Mass Communications (Prerequisite: JOUR 101)
• JOUR 311 – Minorities, Women and the Mass Media
• JOUR 332 – Mass Communications Research (Prerequisites: JOUR 101 and STAT 201)
• JOUR 333 – Public Relations for NonProfit (Prerequisites: JOUR 291)
• JOUR 499 – Moderism: Radical and Enduring
• JOUR 501 – Freedom, Responsibility and Ethics of the Mass Media
• JOUR 506 – Mass Media Criticism (Prerequisite: JOUR 101)
• JOUR 536 – Crisis Communications (Prerequisites: JOUR 201 and 436)
• JOUR 542 – Public Opinion and Persuasion

Advertising Capstone Electives

• JOUR 516 – Advanced Creative
• JOUR 531 Section 005 ONLY – Public Relations Campaigns (Application required)
• JOUR 534 – Publication Writing and Design (Application required)
• JOUR 537 – The Carolina Agency (Application required)
• JOUR 540 – Magazine Article Writing (Prerequisite: JOUR 361 or 436)
• JOUR 597 – Internship (Prior approval required – see Katie Bullard for details)

Eligible Visual Communication Special Topics Courses

• JOUR 450 – Studio and Location Lighting for Still Photography
• JOUR 499 – Longform Photo Story (Permission of Instructor)
• JOUR 499 – Advanced Multimedia Storytelling (Permission of Instructor)
• JOUR 499 – Motion Design (Prerequisites: 346)
• JOUR 534 – Publication Writing and Design (Application required)