



**Transfer Advising Guide: SCTSC Associate in Arts to
Bachelor of Arts in Journalism & Mass Communications (B.A.J.M.C.) in Advertising
Bulletin Year: 2025-2026**

This course plan provides a recommended sequence for this major. For detailed degree requirements, please refer to the University of South Carolina Bulletin. Additionally, reach out to your academic advisor at your technical college for assistance in navigating coursework in your college program of study. Your University of South Carolina advisor will help with course selection and planning for upcoming semesters after transfer.

Course Subject and Title	Credit Hours	Min. Grade	USC Equivalent Course	USC Degree Applicability
Semester One (15-16 Credit Hours)				
ENG 101 English Composition I	3	C	ENGL 101 Critical Reading & Composition	CC-CMW
MAT 120 Probability & Statistics	3	C	STAT 201 Elementary Statistics	CC-ARP
AST 101 Solar System Astronomy or BIO 101 Biological Science I or CHM 101 General Chemistry I or GEO 205 Physical Geography	3-4	C	ASTR 101 Intro to Astronomy or BIOL 101/ 101L Biological principles I w/ Lab or CHEM 101 Fundamental Chemistry I or GEOG 104 Intro to Physical Geography	CC-SCI
PSC 201 American Government	3	C	POLI 201 American National Government	CC-GSS/VSR/FD
ART 101 Art History & Appreciation or MUS 105 Music Appreciation or THE 101 Intro to Theatre	3	C	ARTE 101 Intro to Art or MUSC 110 Intro to Music or THEA 200 Understanding & Appreciating Theatre	CC-AIU
Semester Two (15-17 Credit Hours)				
ENG 102 English Composition II	3	C	ENGL 102 Rhetoric & Composition	CC-CMW/INF
CPT 101 Intro to Computers or MAT 130 Elementary Calculus or MAT 122 Finite College Math	3-4	C	CSCE 101 Intro to Computer Concepts or MATH 122 Calculus for BA & Soc Sciences or MATH 170 Finite Math	CC- ARP
AST 101 Solar System Astronomy or BIO 101 Biological Science I or CHM 101 General Chemistry I or GEO 205 Physical Geography	3-4	C	ASTR 101 Intro to Astronomy or BIOL 101/ 101L Biological principles I w/ Lab or CHEM 101 Fundamental Chemistry I or GEOG 104 Intro to Physical Geography	CC-SCI
HIS 201 American History: Disc to 1877 or HIS 202 American History: 1877 to Present	3	C	HIST 111 US History to 1865 or HIST 112 US History since 1865	CC-GHS
SPC 205 Public Speaking	3	C	SPCH 140 Public Communication	CC-CMS
Course Subject and Title	Credit Hours	Min. Grade	SCTCS Equivalent Course (where applicable)	USC Degree Applicability
Semester Three (15-16 Credit Hours)				
JOUR 101 Media & Society	3	C	No Equivalency	MR
JOUR 202 Principles of Advertising & Brand Comm.	3	C	No Equivalency	MR
JOUR 291 Writing for Mass Communications	3	C	No Equivalency	MR
Foreign Language	3-4		Equivalent Language Course *	CC-GFL
HIST 101 Eur Civ: Ancient- Mid 17 th Cent or HIST 102 Eur Civ: From Mid 17 th Cent	3		HIS 101 Western Civ to 1689 or HIS 102 Western Civ Post 1689	CR
Semester Four (15-16 Credit Hours)				
JOUR 220 Brand Strategy: Understanding Consumers	3	C	No Equivalency	MR
JOUR 316 Toolkit for Concept Development	3	C	No Equivalency	MR
JOUR 317 Toolkit for Brand Communication: Creative Execution	3	C	No Equivalency	MR
Foreign Language	3-4		Equivalent Language Course *	CC-GFL
PSY 201 General Psychology or REL 101 Intro to Religion or SOC 101 Intro to Sociology	3		PSYC 101 Intro to Psychology or RELG 101 Exploring Religion or SOCY 101 Intro to Sociology	CC-GSS
Course Subject and Title	Credit Hours	Min. Grade	SCTCS Equivalent Courses (where applicable)	USC Degree Applicability
Semester Five (15-16 Credit Hours)				
JOUR 416 Creative Strategy for Execution	3	C	No Equivalency	MR
JOUR 421 Media Analysis	3	C	No Equivalency	MR
Foreign Language	3-4		Equivalent Language Course *	CC-GFL
Social or Behavioral Science (300 Level)	3		No Equivalency	CR
SJMC Requirement or Minor	3	C	No Equivalency	MR

Semester Six (15 Credit Hours)				
JOUR Directed Capstone	3	C	No Equivalency	MR
JOUR 303 Law & Ethics of Mass Comm. or JOUR 304 Internet & Social media Law	3	C	No Equivalency	MR
General Elective	3		Equivalent If Applicable	CC-GFL/ PR
College Requirement or Minor or General Elective	3		Equivalent If Applicable	PR
Minor or General Elective	3		Equivalent If Applicable	PR
Semester Seven (15 Credit Hours)				
JOUR 517 Integrated Campaigns	3	C	No Equivalency	MR/ CC-INT
JOUR Directed Capstone	3	C	No Equivalency	MR
Minor or General Elective	3		Equivalent If Applicable	PR
Minor or General Elective	3		Equivalent If Applicable	PR
Minor or General Elective	3		Equivalent If Applicable	PR
Semester Eight (15 Credit Hours)				
JOUR Concept Elective	3	C	No Equivalency	MR
JOUR Elective	3	C	No Equivalency	MR
JOUR Elective	3	C	No Equivalency	MR
JOUR Elective	3	C	No Equivalency	MR
Minor or General Elective	3		Equivalent If Applicable	PR

* Additional courses may be transferred.

For more information about program requirements please visit <https://academicbulletins.sc.edu/undergraduate/programs-az/> and the course equivalency transfer table at https://banner.onecarolina.sc.edu/BannerExtensibility/customPage/page/z_spg_codes-transferequiv?mepCode=COL to determine how additional courses may transfer from your institution.

****Not all USC majors offer Transfer Advising Guides. The university's top transfer majors were selected for these guides.**

******** In Resident Requirement: The last 25% of a student's degree must be completed in residence at the University of South Carolina, and at least half of the hours in the student's major course and in the student's minor courses (if applicable) must be taken at the University.

********* Transfer credits to USC must be from regionally accredited institutions for academic courses completed with grades of **C-** or better.

Disclaimer: Transfer Advising Guides 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.

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	FD	Founding Documents