

CURRICULUM MAPS: LEARNING OUTCOMES 1 - 6
USC SCHOOL OF JOURNALISM & MASS COMMUNICATIONS: MASS COMMUNICATIONS MAJORS

The six majors within the SJMC share three core courses in which students are exposed to many of the values/competencies embodied in our six learning outcomes. Students are also required to take a statistics course outside of the SJMC. Other values/competencies are introduced and practiced in the major coursework students are required to take. All majors require at least one “capstone course” in which all of the six learning outcomes are included.

During our recent curriculum revision, we strengthened existing course offerings to adapt to the changing digital media environment and created a better balance between the number of conceptual and skills courses required to graduate.

The following course mapping outlines the learning outcomes students should master when taking SJMC core and major courses (the mapping does not include SJMC elective courses).

Course Chart Key	
	Value or competency introduced/practiced
	Not applicable to course

<u>SJMC Core Courses</u>	Research <i>Gathering information/ writing clearly</i>	Creativity <i>Think critically and independently</i>	Diversity <i>Understanding the history and global society</i>	Ethics and Law <i>Understanding ethical and legal implications</i>	Technology <i>Gaining/demonstrating ability to apply technology</i>	Analysis <i>Incorporating basic statistical concepts</i>
JOUR 101 – Media and Society						
JOUR 291 – Writing for Mass Comm						
JOUR 303 – Law and Ethics						

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ADDITIONAL REQUIRED CLASSES: MASS COMMUNICATIONS

<u>MASS COMMUNICATIONS</u>	
Required Courses	Credit Hours
JOUR 201 – Principles of Public Relations	3
JOUR 202 – Principles of Advertising and Brand Communications	3
JOUR 203 – Principles of Visual Communications	3
JOUR 204 – Principles of Journalism	3
JOUR 306 – Theories of Mass Communications	3
JOUR 501 – Freedom, Responsibility and Ethics of the Mass Media	3
JOUR 506 – Mass Media Criticism	3
SJMC concept/lecture course ²	3
SJMC electives (any JOUR course)	15

<u>Mass Communications Required Courses</u>	Research <i>Gathering information/ writing clearly</i>	Creativity <i>Think critically and independently</i>	Diversity <i>Understanding the history and global society</i>	Ethics and Law <i>Understanding ethical and legal implications</i>	Technology <i>Gaining/demonstrating ability to apply technology</i>	Analysis <i>Incorporating basic statistical concepts</i>
JOUR 201 – Principles of Public Relations						
JOUR 202 – Principles of Advertising						
JOUR 203 – Principles of Vis Comm						
JOUR 204 – Principles of Journalism						
JOUR 306 – Theories of Mass Comm						
JOUR 501 – Ethics of Mass Media						
JOUR 506 – Mass Media Criticism						