## Public Relations Major (PREL)

**Recommended Four-Year Course Sequence for Students Who Start College in Fall 2015**

<table>
<thead>
<tr>
<th>Freshman</th>
<th>Sophomore</th>
<th>Junior</th>
<th>Senior</th>
</tr>
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<tbody>
<tr>
<td><strong>Fall</strong></td>
<td><strong>Spring</strong></td>
<td><strong>Fall</strong></td>
<td><strong>Spring</strong></td>
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<tr>
<td>Foreign Language 1</td>
<td>JOUR 250</td>
<td>JOUR 209</td>
<td>JOUR 253</td>
</tr>
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<td>GE (Core Literacy: A, B, B, C, C, D, E or F)</td>
<td>Foreign Language 2</td>
<td>Foreign Language 3</td>
<td>JOUR 351A</td>
</tr>
<tr>
<td>GE (Core Literacy: A, B, B, C, C, D, E or F)</td>
<td>GE (Core Literacy: A, B, B, C, C, D, E or F)</td>
<td>GE (Core Literacy: A, B, B, C, C, D, E or F)</td>
<td>GE (Global Perspective: G or H)</td>
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<tr>
<td>WRIT 150</td>
<td>GESM (Core Literacy: A, B, B, C, C, D, E or F)</td>
<td>GE (Core Literacy: A, B, B, C, C, D, E or F)</td>
<td>GE (Core Literacy: A, B, B, C, C, D, E or F)</td>
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**Legend:**

- General Education Requirements
- Foreign Language Requirement
- Writing Requirements
- PREL Major Requirements
- Electives / Double Major Courses / Minor Courses

This chart represents a standard four-year plan (16 units per semester). Each student’s course plan may differ according to courses completed prior to admission. Unless otherwise indicated, each course is four units.

**Note:**

Go to http://dornsife.usc.edu/2015ge/2015ge-requirements/ for more information about the new GE requirement.
Public Relations Major Course Descriptions

PREL Major Requirements

JOUR 209 Effective Writing for Strategic Public Relations (4, FaSp) Focus on the unique writing requirements of social, online, broadcast, print and other media in public relations/strategic communication; emphasis on judgment, context and audience understanding.

JOUR 250 Strategic Public Relations: An Introduction (4, FaSp) Strategies and practices in the growing field of public relations/strategic communication, including landmark cases; special emphasis on historical roots, evolution, current and future practice. (Duplicates credit in former JOUR 350.)

JOUR 253 Theoretical Foundations of Strategic Public Relations (4, FaSp) Emphasis on conceptual, intellectual and analytical skills; knowledge of applied theory for the changing field of public relations/strategic communication. (Duplicates credit in former JOUR 353.) Prerequisite: JOUR 250.

JOUR 351AB Strategic Public Relations Media and Content (4-4, FaSp) A: Introduction to media relations, social media and influencer engagement; intensive writing and creating multimedia content for traditional, emerging and social media. Prerequisite: JOUR 209 and JOUR 250. B: Advanced course in writing, digital content and multimedia creation; production of communications collateral for social and owned media channels targeting an array of audiences.

JOUR 428 Social, Legal and Ethical Foundations of Public Relations (4, FaSp) Covers the complex intersection of legal standards and regulations, ethical practices and decision making, and social responsibilities for public relations/strategic communication practitioners. Prerequisite: JOUR 250.

JOUR 429 Business and Economic Foundations of Public Relations (4, FaSp) Relationship between public relations/strategic communication and other organizational disciplines; understanding business goals and objectives; economic literacy; financial/investor relations; how PR/communication agencies are built and managed. Prerequisite: JOUR 351A.

JOUR 450 Advanced Strategic Public Relations (4, FaSp) In-depth study of methods for planning, managing and evaluating strategic communication campaigns; critical analysis of contemporary cases; development of campaigns for real world clients. Prerequisite: JOUR 351B, JOUR 463.
JOUR 463 Strategic Public Relations Research, Analysis and Insights (4, FaSp) Identification of key strategic insights that drive successful communication campaigns, based on research techniques including surveys, content evaluation and social media monitoring. Prerequisite: JOUR 351A.

JOUR Electives
PREL majors must take eight units of JOUR upper division electives (300-499) to fulfill this requirement. Consult with an Annenberg adviser for options.

Note: For the PREL elective course descriptions, go to http://annenberg.usc.edu/CurrentStudents/UGStudentSvcs/Jour/CourseDescriptions.aspx and read the Public Relations Course Descriptions.

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