

Annenberg Undergraduate Program for Public Relations Majors

Recommended Four Year Course Sequence

Freshman		Sophomore		Junior		Senior	
Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
WRIT 140	JOUR 201	JOUR 202**	JOUR 350	JOUR 351A	JOUR 351B	JOUR 463	JOUR 450
GE VI	GE V	JOUR 203**	GE I-IV	PR Elective	JOUR Elective	JOUR Elective*	JOUR 462
						Elective/Minor*	
GE I-IV	GE I-IV	GE I-IV	Diversity	WRIT 340	Elective/Minor	Elective/Minor	Elective/Minor
Foreign Language I	Foreign Language II	Foreign Language III	Elective/Minor	Elective/Minor	Elective/Minor	Elective/Minor	Elective/Minor
		Elective/Minor*					

This chart represents a standard four year plan (16 units per semester). Each student's plan may differ according to coursework completed prior to admission. Unless otherwise indicated, each course is 4 units.

*2 units, ** 3 units

- Public Relations Major Coursework
- General Education Coursework
- Foreign Language Requirements
- Writing Requirements
- Diversity
- Elective/Minor

Public Relations Course Descriptions

JOUR 201: History of News in Modern America

This course offers a comprehensive look at the evolution of news and the development of journalism in America. The course examines how news is gathered, weighed, disseminated and how those processes have changed over time. This course offers insight into the past that is central to understanding modern journalism, specifically the impact of historical events shaping the news in the 20th century.

JOUR 202 Newswriting: Print (3 units)

Introduction to basic skills of print newswriting, news judgment, construction of print news stories. Social responsibility and ethical framework for print journalists. Typing ability required. Concurrent enrollment: JOUR 203.

JOUR 203 Newswriting: Broadcast (3 units)

Introduction to broadcast newswriting with emphasis on the ear and eye. News judgment. Social responsibility and ethical framework for broadcast journalists. Typing ability required. Concurrent enrollment: JOUR 202.

Journalism 350: Principles of Public Relations

A basic, introductory survey course, designed to introduce students to the wide-ranging world of public relations as a professional practice. Students participate in analyzing public relations programs for both the profit and not-for-profit sectors. Team case presentations, brainstorming and a term paper examining the public relations functions of a specific organization are integrated into the class.

Journalism 351A: Public Relations Media (Uncontrolled)

The first of two companion courses in professional public relations writing, 351A intensively explores writing for the media and a concentrated study of how the media works. In-class and out-of-class writing assignments focus on the professional preparation of news releases, feature stories, press kits, pitch letters and photography. Attention is paid to essential writing techniques surrounding special events, crisis communication and “wired” public relations activities.

Students must take Newswriting (JOUR 202/203) and JOUR 350 before enrolling in JOUR 351A.

Journalism 351B: Public Relations Media (Controlled)

The second of two companion courses in professional public relations writing, 351B concentrates on “controlled media” that PR people must understand, write for, and produce. In-class and homework assignments include the preparation and writing of pamphlets, brochures, newsletters, speeches, financial statements, management reports and other types of persuasive writing.

Students must take JOUR 351A before enrolling in JOUR 351B.

Journalism 463: Research and Analysis

A course designed to introduce students to the research and evaluation tools available to them as tomorrow’s public relations practitioners. In class projects, students learn methods of measuring and evaluating all communications efforts. Throughout the course actual examples of public relations research and evaluation methodology are closely examined. Students leave the course prepared to evaluate assignments they encounter as professional practitioners, to direct a research project and contract with a research professional.

Students must take JOUR 351A before enrolling in JOUR 463. Students should take JOUR 463 with or after JOUR 351B, but before JOUR 450.

Journalism 462: Law of Mass Communication

A course designed to introduce students to issues of public communications law, the concepts of protected and unprotected speech, the legal responsibilities and rights of the public relations practitioner, and relevant casework (i.e. *Nike v. Kasky*).

Journalism 450: Advanced Public Relations

This professionally oriented, interactive seminar will utilize case studies, analysis of current public relations situations, group campaign development exercises, and mandatory participation in the Annenberg Senior PR Associates program (which replaces the previous internship), to close any remaining gaps in the students’ knowledge of PR theory and practice and to fully integrate and synthesize all of the PR-related learning they have acquired during their four years at Annenberg.

Satisfactory completion of an Annenberg Senior PR Associates work experience is a requisite for this course, and an analysis of that experience contributes significantly to the final grade. Each student will, **within the first three weeks of the semester**, secure a public relations internship and remain in that working environment for at least 8 weeks. Failure to complete the SPRA work experience and/or related assignments according to the conditions outlined in the course syllabus is, by itself, grounds for failing the course, irrespective of grades on other course

elements. Students must select an internship in the public relations field, but can specialize in any area, such as non-profit, community relations, health care etc.

Students must take 351b and JOUR 463 Research and Analysis before enrolling in JOUR 450.

Public Relations Elective Requirement

Select only **ONE** of the following five courses to meet this requirement:

JOUR 451: Promotional Public Relations

This course seeks to create an understanding of how to integrate public relations skills into the overall marketing mix with a strategic point of view that translates to a solid integrated marketing communications plan. The course will review the basics of marketing and emphasize the role public relations plays in integrated promotional campaigns. Special emphasis will be placed on integrating public relations strategies and tactics to address a marketing issue through a group assignment. *Prerequisite: JOUR 350.*

JOUR 452: Public Relations in Entertainment

A public relations course in the design, promotion, and presentation of popular entertainment, including films, broadcasting, music, expositions, amusement parks, resorts, and arenas. This course will involve research and analyze of current and past examples of public relations campaigns related to the entertainment industry.

JOUR 455: Public Relations for Non-Profit Organizations

This course is designed to teach students about the role of public relations as it pertains to not-for-profit organizations. Students learn to use advanced public relations skills, including research and analysis and strategic planning and implementation, to address issues and challenges exclusive to not-for-profits. Among the topics covered are developing a unique voice for the organization; constructive relationships with the media; effective corporate partnerships; creating and executing promotional events and initiatives; and working with an organization in crisis. Case histories will illuminate the course materials and will be used extensively throughout the course, as will guest speakers from different sectors of the not-for-profit world. *Prerequisite: JOUR 350.*

JOUR 456: Public Relations for Diverse Audiences

Researching, planning, executing and evaluating communications campaigns aimed at audiences segmented by culture, lifestyle and other factors. *Prerequisite: JOUR 350.*

JOUR 458: Public Relations in Politics and Political Campaigns

This course applies public relations principles to the context of political campaigns, with an emphasis on message development and delivery, as well as relationships among candidates, news media, and electorate.

Journalism Electives

Must fulfill 6 upper division journalism elective units approved by an advisor (300-400 level).