

***School of Journalism – Master of Arts in Strategic Public Relations
Graduate Application Guidelines and Instructions for Fall 2011***

Degree Program Overview

The Annenberg School of Journalism aims to prepare its students to successfully navigate and lead change in the 21st Century. The M.A. in Strategic Public Relations equips its graduates with the skills and competencies needed to succeed and lead in organizations and industries of all types. This highly applied, professionally-oriented program emphasizes strategic planning and problem solving, research and analysis, ethics and all types of digital, social and mass media.

Application Deadline

Admission to the M.A. in Strategic Public Relations is limited to the fall term. The application deadline for U.S. citizens and permanent residents is **January 3**. International students are encouraged to apply by December 1 to ensure that their applications are complete for scholarship consideration.

Application Process

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| <p>1) Go to www.usc.edu/admission/graduate/apply/ and complete the online USC Graduate Admission Application. You must upload the following materials before submitting your application:</p> <ul style="list-style-type: none"><input type="checkbox"/> Statement of Purpose<input type="checkbox"/> Writing Sample<input type="checkbox"/> Professional Résumé<input type="checkbox"/> Non-refundable application fee <p>2) Request letters of recommendation</p> <ul style="list-style-type: none"><input type="checkbox"/> Three letters of recommendation required | <p>3) Mail the following materials to USC Graduate Admission Office, University Park, Los Angeles, CA 90089-0915:</p> <ul style="list-style-type: none"><input type="checkbox"/> Official transcripts from all colleges/ universities attended, including from study abroad programs<input type="checkbox"/> Confidential statement of financial support (international applicants only) <p>4) Request to have your admission tests reported electronically to USC (institution code 4852)</p> <ul style="list-style-type: none"><input type="checkbox"/> Graduate Record Examination (GRE) General Test<input type="checkbox"/> TOEFL scores (international applicants only) |
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Admission Testing

All applicants must submit Graduate Record Examination (GRE) General Test scores and the minimum required score is 1,000 (GRE-verbal subscore + GRE-quantitative subscore).

International applicants must demonstrate English language proficiency. If your bachelor degree was not earned at a U.S. or UK college/university, you may be required to submit TOEFL scores; the minimum recommended score is 114-115 (IBT). For more international admission information, refer to the USC Graduate Admission Web site at www.usc.edu/admission/graduate/international/application.html.

Plan to complete all admission testing at least one month prior to the application deadline.

Statement of Purpose

This statement, which should convey your passion for the field – should be two to four pages long, typed and double spaced. Care should be taken to submit a clear, concise and well written essay. The statement should address the following:

1. Tell us about your impression of public relations as a profession.
2. Describe your impression of the future of public relations.
3. Tell us where you see yourself fitting in the profession; describe your motivation for becoming a public relations practitioner.
4. Describe your ideal job as a public relations practitioner
5. Tell us something about yourself, beyond your resume, which makes you an exceptional candidate to join Annenberg and to become a public relations practitioner.
6. Tell us something about your impression of the Annenberg programs that inspired you to apply.

Writing Sample

Upload a sample of your writing (e.g. press release, news clipping, or a college/university research paper).

Résumé

Submit a current resume listing positions held, including internships, nature of work and dates of employment. Include academic and professional awards, honors, association memberships, teaching experience, subject matter expertise, language(s) other than English, and your familiarity with any research or communications technologies, e.g. Web design, television production, spreadsheets, etc., Indicate your proficiency level for each skill and area of expertise (E = expert, C = competent, F = familiar).

Letters of Recommendation

Three letters of recommendation are required, and faculty recommendations are preferred. However, one internship or employment recommendation may replace one faculty recommendation. If you provide recommenders' e-mail addresses on the online application, they will receive online recommendation forms.

Estimated Cost of Attendance 2010-2011

\$ 27,200	Tuition and fees (8 – 14 units per semester)
\$ 15,842	Room and board
\$ 1,008	Books and supplies
\$ 1,828	Personal and miscellaneous
\$ 2,250	Transportation
\$ 35	USC Orientation Fee for your first semester
\$576	Mandatory fees
\$ 48,739	Total

Financial Aid

Departmental scholarships, assistantships and project associate assignments are awarded competitively to domestic and international applicants based on the completed graduate admission application. Note: Since scholarship review begins in mid-January, it is essential that you complete and submit your online USC Graduate Admission Application by the deadline to ensure full consideration for admission and merit scholarship.

Although we offer departmental scholarships and awards, more than 80% of the incoming graduate class is self-funded. Plan to seek and apply for outside scholarships; begin researching opportunities at www.fastweb.com. Visit the USC Financial Aid Web site at www.usc.edu/admission/fa/applying_receiving/graduates/ for information about need-based federal financial aid.

International applicants must provide proof of ability to pay tuition and living expenses before an admission decision is released. For more information, refer to the USC Graduate & International Admission Web site at www.usc.edu/admission/graduate/international/application.html.

Prospective Graduate Student Campus Visits

Graduate information sessions are held on campus throughout the academic year. In addition, the Annual Prospective Graduate Student Visit Day program will be held on November 12, 2010. For other dates and to make a reservation, visit our Web site at www.annenbergl.usc.edu/Prospective/VisitandSched.aspx.

Questions

Contact Annenberg Admissions at ascadm@usc.edu or 213.821.0770.