

Public Relations Minor Course Descriptions

Required Courses:

PR 209 Effective Writing for Strategic Public Relations (4 units)

An intensive hands-on writing course designed to provide students with an understanding of proper writing styles with sensitivity to the requirements of different goals, situations and media (both traditional and “new”). The course will instill competence in areas such as writing mechanics, grammar, headlines, structure and the ability to express information clearly to an intended audience.

PR 250 Strategic Public Relations: An Introduction (4 units)

This highly applied and practical, introductory course is designed to introduce students to the wide-ranging world of Strategic Public Relations/Communication and the rewarding career option it offers. The course will cover the building blocks of the profession, including research, planning, strategies, tactics and evaluation, and how they are used to achieve organizational goals. The course will consist of lectures, reading assignments, brainstorming sessions, guest speakers, and exercises in both teamwork and individual effort.

PR 352 Public Relations Media and Content for Non-Majors (4 units)

Building on the journalistic and PR writing standards that students mastered in their PR 209 course, PR 352 gives them the opportunity to apply those standards to earned and controlled media. The foundation of the course is to build content for a staple in the PR world: the Information Kit. Students will learn advanced writing and editing, basic design skills and fairly sophisticated video planning, shooting, editing and production skills, all with an eye toward devising persuasive content.

Prerequisite: PR 209 and PR 250

PR Electives:

PR 451 Promotional (Marketing) Public Relations (4 units)

Marketing (Promotional) Public Relations is the area of emphasis in which most young professionals find themselves beginning their careers. It almost always plays a crucial role in marketing campaigns intended to support the commercial success of products and services of all types. This highly applied course uses real world case histories and in-class exercises to explore and teach the fundamentals of marketing and the array of communication tools used in that field.

PR 452 Public Relations in Entertainment (4 units)

Entertainment and Pop Culture are among the foremost drivers of, and influences in contemporary communication and marketing, PR 452 focuses on the interrelationships among these disciplines, as well as the analysis, design, promotion and presentation of popular entertainment, including films, broadcasting, music, expositions, amusement parks, resorts and arenas.

PR 453 Public Relations Strategies for Working with Athletes (4 units)

This course examines the communication strategies of professional athletes, their public relations and branding teams, and media. We will study and analyze through highly interactive discussions how athletes build (and diminish) the brand of their team and sponsors. Professional athletes communicate to a wide variety of audiences. Their communication teams must strategize to reach each of these audiences and create a positive impression of the athlete before each of these audiences. We will

explore the various messages created in the name of the athletes, messages that may, at times, seem self-contradictory. We will discuss ways in which communication teams create a larger brand for athletes that is meant to subsume and make sense of these various communicated images. Students will learn theories of sports communication and have the opportunity to interact with many high-level professionals who employ those theories to create effective communication strategies for athletes.

PR 454 Sports Public Relations (2 units)

This course is designed to provide students with a complete overview of Public Relations/Communication opportunities within the sports industry. The course will take a detailed look at all elements of sports public relations, including newspaper, radio, television, agency, the internet, colleges, second-tier sports and major professional teams, while also discussing social media and its ever-changing role in public relations on the whole. The course will include lecture time, field trips, guest speakers, and group activities. Class participation, brainstorming, and problem-solving situations will also be key components of the class.

PR 455 Public Relations for Non Profit Organizations (4 units)

Non-profits are often among the most interesting and rewarding kinds of organizations to work for, because (1) They often have to use highly creative and cutting edge techniques (i.e. social media) to offset a lack of financial resources, and (2) They champion important causes and issues. They include organizations specializing in social action, public health, community involvement, education, environmentalism, animal rights and many others. PR 455 covers how they are structured and function; their unique communication environments, challenges and opportunities; and such crucial activities as developing a unique voice, constructive relationships with the media, effective corporate partnerships, promotional events and initiatives, and crisis management. Real world case histories and guest speakers from all sectors of the not-for-profit world are featured.

PR 458 Public Relations in Politics and Political Campaigns (4 units)

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. Emphasis is placed on the roles played by social media and “Big Data” in audience analysis, message development and campaign strategy.

PR 473 Emerging Media Strategies for Communication and Public Relations (4 units)

Serving as an in-depth follow up to PR 209, 351A, and 351B, this course covers the dramatically changing media landscape and the role traditional and emerging digital channels play in communications. It is a detailed, hands-on study of all types of media channels utilized by public relations professionals including traditional, tradigital, social, earned and owned. The numerous media channels in today’s ever-changing communication environment are explored and assessed from a strategic and tactical perspective. Both traditional message delivery and social media engagement strategies are explored.

PR 478 Social Media Analytics: Data and Content Creation for Real-time Public Relations (4 units)

In the emerging Converged Communication environment, communication (both proactive and reactive) takes place on a 365/24/7 basis. Organizations can miss enormous opportunities – or suffer enormous harm – in a matter of minutes. In this environment, the monitoring and analysis of online information flow – in real time – is essential. In this very hands on class, which will be conducted in part in the new, state-of-the-art Wallis Annenberg Hall Media Center, students will learn how to use monitoring tools like Radian6, Crimson Hexagon and others; interpret large data sets drawn from the social web; and present data visually for optimal impact.

PR 481 Careers and Strategies in Healthcare Communication (4 units)

Students interested in highly rewarding, fast growing, and well-compensated careers should definitely consider the field of healthcare communication. Too often they are unaware of it and/or lack accurate information on it, so they pass it up. PR 481 covers all of its opportunities, including: public/private partnerships like Project Red; public health and disease prevention campaigns like the Truth anti-smoking campaign; major special events like Susan G. Komen's Race for the Cure; public affairs for Planned Parenthood; community relations for local hospitals; marketing support for drugs and medical equipment, and many others.

PR 485 Multimedia PR Content: Digital/Social Media Lab (2 units)

Hands-on lab; Web and new social distribution platforms; development and management of online content and personal brands; social media trends and applications.

PR 486 Multimedia PR Content: Introduction to Digital Design Tools (2 units)

In the era of the sharable social web, organizations of all types must think of themselves as creators, curators and distributors of engaging multimedia content, and they rely on their PR/Communication teams to plan and implement those activities. Students' ability to work at a near-professional level with InDesign and Photoshop, which they will learn in PR 486, will dramatically increase their marketability and value. Students are required to enroll in a free subscription to the Adobe Cloud (available through the Annenberg School).

PR 487 Multimedia PR Content: Introduction to Audio/Video Tools (2 units)

Because all organizations are now "content producers," and video is the increasingly preferred medium for the web, the fundamentals of video production are often "must have" skills for young professionals, and having such skills can be a powerful career door opener. Organizations of all types are asking their PR teams to use highly mobile audio and video tools (often as simple as smart phones and flip cams) to gather information, edit it, and distribute it via appropriate online platforms. This hands-on workshop will introduce you to the "must have" tools and skills you'll need to handle such assignments.

PR 488 Multimedia PR Content: Visual Communication of Information (2 units)

No doubt you have noticed that infographics are everywhere. That's because all kinds of organizations are using simple graphic techniques to communicate facts, stories, data and ideas. In PR 488, you'll learn tools and techniques that will enable you to tell sometimes complicated stories – visually! In this fascinating hands-on course you'll learn how visualization tools can communicate information in two and three dimensions, help organize graphics for quick perception, direct the eye to essential information, serve as visual shorthand for efficient communication, make abstract ideas concrete, express visual complexity, and charge a graphic with energy and emotion.

PR 491 Transmedia, New Media and Strategic PR/Communication (4 units)

Transmedia is rapidly gaining significant traction in the practice of Strategic Public Relations/Communication and Marketing. Through the use of real world case histories and class exercises this highly applied course familiarizes students with the new rules of message development and dissemination, which are based on Participatory Culture, Transmedia Branding, Spreadable Media and Crowdsourcing.

PR 492 Personal Branding and Entrepreneurship (4 units)

Are you torn between whether to work for an agency or start your own biz? Interested in working with talent or personal brands? Do you want to figure out the best way to make yourself an invaluable employee or successful entrepreneur? This highly creative and interactive course will take a 360 degree look at how to navigate and create a personal brand for yourself, and maybe a business, within today's evolving media landscape. Students will explore and experience the tools and techniques needed to build a successful personal brand and entrepreneurial organization in today's highly saturated and competitive marketplace.

JOUR Electives:

If you have any questions about the upper division JOUR elective (300-499) options, please contact Annenberg Advisement and Academic Services at ascjadv@usc.edu.