

Public Relations and Advertising (PRA) Major

Recommended Two-Year Course Sequence for Students Who Start College in Fall 2025 or later

Junior		Senior	
Fall	Spring	Fall	Spring
PR 209: Effective Writing for Strategic PR and Advertising (4)	PR 351A: Multichannel Strategy and Content Creation (4)	PR 427: Structured Inquiry in PR and Advertising (4)	PR 450: Building Integrated Campaigns (4)
PR 250: Strategic Public Relations and Advertising: An Introduction (4)	JOUR/PR Upper-Division Elective (300-499) (4)	PR 429: Business and Economic Foundations of PR and Advertising (4)	JOUR/PR Upper-Division Elective (300-499) (4)
GE Core Literacy: A-F (4) Dornsife ONLY	WRIT 340 (4)	JOUR/PR Upper-Division Elective (300-499) (4)	JOUR/PR Upper-Division Elective (300-499) (4)
GE Core Literacy: A-F (4) Dornsife ONLY	Elective (100+) (4)	JOUR/PR Upper-Division Elective (300-499) (4)	Elective (100+) (4)
16 units	16 units	16 units	16 units

Legend:

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

*This chart represents a standard two-year plan (typically 16 units per semester). Each student's course plan may differ according to courses completed prior to admission.

*Created by Annenberg Advisement and Academic Services
(rev. July 2025)*

Public Relations and Advertising (PRA) Major Course Descriptions

Required Courses, Lower Division

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

PR 250 Strategic Public Relations and Advertising: An Introduction (4 units): Strategies/practices in the growing field of public relations and advertising, including landmark cases, campaign planning; special emphasis on historical roots, current and future practice.

Required Courses, Upper Division

PR 351A Multichannel Strategy and Content Creation (4 units): Introduction to media relations, social media and influencer engagement; intensive writing and creating multimedia content for traditional, emerging and social media. **Prerequisites: PR 209 & 250 .*

PR 427 Structured Inquiry in Public Relations and Advertising (4 units): Apply contemporary research methods to create actionable insights for integrated, multi-channel communication campaigns, including social media monitoring, measurement and evaluation. **Prerequisite: PR 351A.*

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

PR 450 Building Integrated Campaigns (4 units): 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. **Prerequisites: PR 351B & 427.*

Upper-Division Electives:

Complete 20 upper-division PR and/or JOUR elective units chosen in consultation with an adviser.

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