

Public Relations and Advertising (PRA) Major

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

Freshman		Sophomore		Junior		Senior	
Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
WRIT 150 (4)	PR 209: Effective Writing for Strategic PR and Advertising (4)	PR 250: Strategic Public Relations and Advertising: An Introduction (4)	JOUR/PR Upper-Division Elective (300-499) (4)	JOUR/PR Upper-Division Elective (300-499) (4)	PR 351A: Multichannel Strategy and Content Creation (4)	PR 427: Structured Inquiry in PR and Advertising (4)	PR 450: Building Integrated Campaigns (4)
Foreign Language 1 (4)	Foreign Language 2 (4)	Foreign Language 3 (4)	GE Core Literacy: A-F (4)	JOUR/PR Upper-Division Elective (300-499) (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)	GE Core Literacy: A-F (4)	GE Core Literacy: A-F (4)	GE Core Literacy: A-F (4)	GE Global Perspective: G or H (4)	WRIT 340 (4)	Elective/Double Major/Minor (100+) (4)	Elective/Double Major/Minor (100+) (4)
GE Core Literacy: A-F (4)	GESM Core Literacy: A-F (4)	GE Core Literacy: A-F (4)	Elective/Double Major/Minor (100+) (4)	GE (Global Perspective: G or H)	Elective/Double Major/Minor (100+) (4)	Elective/Double Major/Minor (100+) (4)	Elective/Double Major/Minor (100+) (4)
16 units	16 units	16 units	16 units	16 units	16 units	16 units	16 units

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 (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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