

Public Relations and Advertising (PRA) Major

Recommended Two-Year Course Sequence for Students Who Start College in Fall 2026 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)
ASCJ 200: Navigating Media and News in the Digital Age (4)	JOUR/PR Upper-Division Elective (300-499) (4)	WRIT 340 (4)	JOUR/PR Upper-Division Elective (300-499) (4)
GE Core Literacy: A-F (4) Dornsife ONLY	GE Core Literacy: A-F (4) Dornsife ONLY	Elective (100+) (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. May 2026)*

Public Relations and Advertising (PRA) Major Course Descriptions

Required Courses, Lower Division

ASCJ 200 Navigating Media and News in the Digital Age (4 units): Students will be engaged as discriminating media/news consumers and contributors. Emphasis on critical skills needed to understand, employ, enjoy and help shape our media landscape.

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. **Prerequisite: PR 427.*

Upper-Division Electives:

Complete 16 upper-division PR and/or JOUR elective units chosen in consultation with an adviser.

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