

Public Relations Major (PREL)

Recommended Two-Year Course Sequence for Students Who Start College in Fall 2023

Junior		Senior	
Fall	Spring	Fall	Spring
PR 250: Strategic Public Relations and Adv: An Introduction (4)	PR 351A: (4) Multichannel Strategy and Content Creation	PR 351B: (4) Multichannel Strategy and Content Creation	JOUR/PR Upper-Division Elective (4)
PR 209: Effective Writing for Strategic PR and Adv (4)	JOUR/PR Upper-Division Elective (4)	PR 429: Business and Economic Foundations of PR and Adv (4)	PR 450 Building Integrated Campaigns (4)
GE Core Literacy: A - F Dornsife ONLY (4)	WRIT 340 (4)	PR 427: Structured Inquiry in Public Relations and Advertising(4)	JOUR/PR Upper-Division Elective (4)
GE Core Literacy: A - F Dornsife ONLY (4)	Elective (100+) (4)	JOUR/PR Upper-Division Elective (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 (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 2023)

Public Relations Major Course Descriptions

PREL Major Requirements:

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

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

PR 351A Multichannel Strategy and Content Creation (4, FaSp) Prerequisite: PR 209 and PR 250. **PR 351B Strategic Public Relations Media and Content (4, FaSp)** Prerequisite: PR 351A. Working in tandem as a two-semester long learning experience, PR 351A and 351B provide intensive, practical, hands-on training in all aspects of engaging with, writing for, and creating compelling content for a wide variety of contemporary media platforms and channels, including traditional media, digital/social media, blogs, collateral materials, etc. Emphasis will be on writing and production of content including videos, infographics, photos and collateral materials that tell a compelling story; the creation of effective media events, press conferences, special events and interviews; audience research and segmentation; multi-media content creation; feature writing; newsletter preparation; basic principles of design; writing for the ear; creating and making presentations, and brainstorming.

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

PR 450 Building Integrated Campaigns (4, FaSp) Prerequisite: PR 351B and PR 463. 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.

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

JOUR/PR Electives:

PREL majors must take sixteen units of JOUR and/or PR upper division electives (300-499) to fulfill this requirement. Consult with an Annenberg advisor for options.

PR 450 Advanced Strategic Public Relations (4, FaSp) Prerequisite: PR 351B and PR 463. This professionally oriented, highly interactive capstone seminar utilizes exercises in strategic and critical thinking, analysis of contemporary cases, guest speakers, and integration into coursework of students' internship experience, to prepare students for their entry into the workforce; strengthen their abilities as strategists; close any remaining gaps in their knowledge of the discipline; and round out their years as students of Strategic Public Relations/Communication at USC Annenberg. Satisfactory completion of an Annenberg Senior PR Associates work experience is a requisite for this course, and an analysis of that experience contributes significantly to the final grade. Students must either have previously completed an internship, or secure an internship preferably in the public relations field, but corporate communication, marketing and event planning are acceptable. Students can specialize in any area, such as non-profit, community relations, health care, etc.

PR 463 Strategic Public Relations Research, Analysis and Insights (4, FaSp) Prerequisite: PR 351A. A highly applied, practical course designed to introduce students to the research and evaluation tools of which they'll make regular use as future Strategic Public Relations/Communication practitioners. Through in-class projects, students learn methods of measuring and evaluating communications efforts – expertise that is increasingly in demand. Throughout the course actual examples of research and evaluation methodology are closely examined. Students leave the course prepared to evaluate assignments they will encounter as practitioners, direct research projects, and contract with research professionals.

JOUR/PR Electives:

PREL majors must take twelve units of JOUR and/or PR upper division electives (300-499) to fulfill this requirement. Consult with an Annenberg advisor for options.

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