

Public Relations Major (PREL)

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

Freshman		Sophomore		Junior		Senior	
Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
Foreign Language 1 (4)	PR 250: Strategic Public Relations and Adv: An Introduction (4)	PR 209: Effective Writing for Strategic PR and Adv (4)	PR 351A: (4) Multichannel Strategy and Content Creation	PR 351B:(4) Multichannel Strategy and Content Creation	PR 427: Structured Inquiry in Public Relations and Adv (4)	JOUR/PR Upper-Division Elective (4)	JOUR/PR Upper Division Elective (4)
GE Core Literacy: A - F (4)	Foreign Language 2 (4)	Foreign Language 3 (4)	GE Core Literacy: A - F (4)	PR 429: Business and Economic Foundations of PR and Adv (4)	JOUR/PR Upper-Division Elective (4)	JOUR/PR Upper-Division Elective (4)	PR 450: Building Integrated Campaigns 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)	GE Core Literacy: A - F (4)	WRIT 340 (4)	Elective (100+) / Double Major / Minor (4)	Elective (100+) / Double Major / Minor (4)
WRIT 150 (4)	GESM Core Literacy: A - F (4)	GE Core Literacy: A - F (4)	Elective (100+) / Double Major / Minor (4)	GE (Global Perspective: G or H)	Elective (100+) / Double Major / Minor (4)	Elective (100+) / Double Major / Minor (4)	Elective (100+) / Double Major / Minor (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 (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 Public Relations Media and Content Creation (4, FaSp) Prerequisite: PR 209 and PR 250. PR 351B Multichannel Strategy Public Relations Media and Content Creation (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.

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PR 450 Advanced Strategic Public Relations (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 463 Strategic Public Relations Research, Analysis and Insights (4, FaSp) Prerequisite: PR 351A. Identification of key insights that drive successful communication campaigns, based on research techniques including surveys, content evaluation and social media monitoring.

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.

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