







# Public Relations Majors (PREL)

## Recommended Four-Year Course Sequence

Freshman		Sophomore		Junior		Senior	
Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
WRIT 150	PR 250	PR 209	PR 253	PR 351B	PR 463	PR 429	PR 450 w/ Internship
GE III or IV	GE V	GE I, II or VI	PR 351A	WRIT 340	JOUR/PR Elective	JOUR/PR Elective	PR 428
GE I, II or VI	GE III or IV	GE I, II or VI	Diversity	Elective/Double Major/Minor	Elective/Double Major/Minor	Elective/Double Major/Minor	Elective/Double Major/Minor
Foreign Language I	Foreign Language II	Foreign Language III	Elective/Double Major/Minor	Elective/Double Major/Minor	Elective/Double Major/Minor	Elective/Double Major/Minor	Elective/Double Major/Minor

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. Each course is four units.

-  Public Relations Major Courses
-  General Education Courses
-  Foreign Language Requirements
-  Writing Requirements
-  Diversity
-  Elective/Double Major/Minor

# Public Relations Course Descriptions

## PREL Major Requirements:

### **PR 209 Effective Writing for Strategic Public Relations (4 units; Fall/Spring)**

An intensive hands-on writing course designed to provide students with an understanding of proper writing styles with sensitivity to the requirements of different goals, situations and media (both traditional and “new”). The course will instill competence in areas such as writing mechanics, grammar, headlines, structure and the ability to express information clearly to an intended audience.

### **PR 250 Strategic Public Relations: An Introduction (4 units; Fall/Spring)**

This highly applied and practical, introductory course is designed to introduce students to the wide-ranging world of Strategic Public Relations/Communication and the rewarding career option it offers. The course will cover the building blocks of the profession, including research, planning, strategies, tactics and evaluation, and how they are used to achieve organizational goals. The course will consist of lectures, reading assignments, brainstorming sessions, guest speakers, and exercises in both teamwork and individual effort.

### **PR 253 Theoretical Foundations of Strategic Public Relations (4 units; Fall/Spring)**

This highly applied course provides students with an intellectual and conceptual foundation for the study and practice of Strategic Public Relations/Communication. The course will review highly relevant theories, concepts and social phenomenon that are driving the increasingly sophisticated practice of, and explosive expansion of public relations. Students will learn of the research techniques and discoveries underlying five core concepts at the heart of contemporary, effective PR/Communication: strategy, public opinion, communication, organization and globalization.

*Prerequisite: PR 250*

### **PR 351A Strategic Public Relations Media and Content (4 units; Fall/Spring)**

*Prerequisite: PR 209 and PR 250*

### **PR 351B Strategic Public Relations Media and Content (4 units; Fall/Spring)**

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.

*Prerequisite: PR 351A*

### **PR 428 Social, Legal and Ethical Foundations of Strategic Public Relations (4 units; Fall/Spring)**

This course provides students with a practical, applied, working understanding of the legal, ethical and social issues, practices and responsibilities affecting the contemporary practice of Strategic Public Relations/Communication, and how they are interconnected. Students

will learn how to think and act as responsible professionals and ethical citizens in a dynamic, increasingly "social" and transparent communication environment.

*Prerequisite: PR 250*

### **PR 429 Business and Economic Foundations of Strategic Public Relations (4 units; Fall/Spring)**

This highly practical course is designed to meet the pressing need for Strategic Public Relations/Communication professionals who understand core principles of business and economics as they relate to the communication function. Students will also explore various traditional and emerging business models for public relations/communication agencies, as well as the business aspects of managing the corporate communication function in public and private corporations, government agencies and non-profit organizations.

*Prerequisite: PR 351A*

### **PR 450 Advanced Strategic Public Relations (4 units; Fall/Spring)**

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' required 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. Each student will, **within the first three weeks of the semester**, secure an internship and remain in that working environment for at least 8 weeks. Failure to complete the SPRA work experience and/or related assignments according to the conditions outlined in the course syllabus is, by itself, grounds for failing the course, irrespective of grades on other course elements. Students must select 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.

*Prerequisites: PR 351B and PR 463*

### **PR 463 Strategic Public Relations Research, Analysis and Insight (4 units; Fall/Spring)**

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.

*Prerequisite: PR 351A*

## **Journalism/Public Relations Electives:**

PREL majors must fulfill eight upper division JOUR/PR elective units approved by an adviser (300-400 level).

\*For the PREL elective course descriptions, please read the Public Relations Course Descriptions handout

[<http://annenberg.usc.edu/CurrentStudents/UGStudentSvcs/Jour/CourseDescriptions.aspx>] for the most up-to-date descriptions.