USC Annenberg
School for Communication and Journalism

Public Relations Major

Required Coursework

For students entering USC prior to Fall 2012
44 units

JOUR 201	History of News in Modern America
JOUR 202	Newswriting: Print
JOUR 203	Newswriting: Broadcast
JOUR 350	Strategic Public Relations: An Introduction
JOUR 351A	Strategic Public Relations Media and Content I
JOUR 351B	Strategic Public Relations Media and Content II
JOUR 428	Social, Legal and Ethical Foundations of Public Relations
JOUR 450	Advanced Strategic Public Relations
JOUR 463	Strategic Public Relations Research, Analysis and Insights

Plus one course from:

JOUR 451	Promotional Public Relations
JOUR 452	Public Relations in Entertainment
JOUR 455	Public Relations for Non-Profit Organizations
JOUR 456	Public Relations for Diverse Audiences
JOUR 458	Public Relations in Politics and Political Campaigns

Plus six upper division journalism elective units.

For students entering USC Fall 2012 or later
44 units

PR 209	Effective Writing for Strategic Public Relations
PR 250	Strategic Public Relations: An Introduction
PR 253	Theoretical Foundations of Strategic Public Relations
PR 351A	Strategic Public Relations Media and Content I
PR 351B	Strategic Public Relations Media and Content II
PR 428	Social, Legal and Ethical Foundations of Public Relations
PR 429	Business and Economic Foundations of Public Relations
PR 450	Advanced Strategic Public Relations
PR 463	Strategic Public Relations Research, Analysis and Insights

Plus eight upper division journalism elective units.

Major Requirements

Students must maintain a minimum 2.0 GPA in their overall and upper division major course work.

Students who have not been admitted to the public relations major are not eligible to take PREL major requirements.

PREL majors need to earn at least a C- or above in all JOUR and PR classes.

Grammar, Spelling and Punctuation (GSP) Requirement:
PREL majors enrolled in JOUR 209 are required to complete the Grammar, Spelling and Punctuation (GSP) online tutorial before the end of the semester. This test must be taken and passed by the last day of class. Students who do not pass the test will be allowed to retake it once. Students who fail to complete the GSP tutorial within the allotted time frame will not be allowed to progress in the program and will be dismissed from the major.

Annenberg Undergraduate Advisement and Academic Services Contact Information

Phone: (213) 740-0900
Email: ascjadv@usc.edu
Location: ASC 140
Website: annenberg.usc.edu/undergraduate

Our advisers are available by appointment to discuss the public relations major and answer your questions. You can schedule an appointment with an adviser by calling Annenberg Student Services. Additionally, information sessions are held throughout the fall and spring semesters for students interested in applying to the Annenberg School for Communication and Journalism. For information session dates, please pick up a flier in the main office or visit our website. Please be aware that we do not meet with non-majors during our mandatory advisement period, which usually runs from the beginning of October until mid-November and from the end of February until mid-April. Once mandatory advisement begins, we will not be available until the non-major D-clearance days, which will be in mid-November (fall semester) and mid-April (spring semester).

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Check us out on Facebook (USC Annenberg Undergraduate Advisement) and Twitter (@ascjadv) for event info!

Public Relations Course Descriptions

Required Courses

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

Electives:

PR 451 Promotional (Marketing) Public Relations (4 units; Spring)
Marketing (Promotional) Public Relations is the area of emphasis in which most young professionals find themselves beginning their careers. It almost always plays a crucial role in marketing campaigns intended to support the commercial success of products and services of all types. This highly applied course uses real world case histories and in-class exercises to explore and teach the fundamentals of marketing and the array of communication tools used in that field.

PR 452 Public Relations in Entertainment (4 units; Fall/Spring)
Entertainment and Pop Culture are among the foremost drivers of, and influences in contemporary communication and marketing, JOUR 452 focuses on the interrelationships among these disciplines, as well as the analysis, design, promotion and presentation of popular entertainment, including films, broadcasting, music, expositions, amusement parks, resorts and arenas.

PR 454 Sports Public Relations (2 units; Fall/Spring)
This course is designed to provide students with a complete overview of Public Relations/Communication opportunities within the sports industry. The course will take a detailed look at all elements of sports public relations, including newspaper, radio, television, agency, the internet, colleges, second-tier sports and major professional teams, while also discussing social media and its ever-changing role in public relations on the whole. The course will include lecture time, field trips, guest speakers, and group activities. Class participation, brainstorming, and problem-solving situations will also be key components of the class.

PR 455 Public Relations for Non Profit Organizations (4 units; Fall)
Non-profits are often among the most interesting and rewarding kinds of organizations to work for, because (1) They often have to use highly creative and cutting edge techniques (i.e. social media) to offset a lack of financial resources, and (2) They champion important causes and issues. They include organizations specializing in social action, public health, community involvement, education, environmentalism, animal rights and many others. JOUR 455 covers how they are structured and function; their unique communication environments, challenges and opportunities; and such crucial activities as developing a unique voice, constructive relationships with the media, effective corporate partnerships, promotional events and initiatives, and crisis management. Real world case histories and guest speakers from all sectors of the not-for-profit world are featured.

PR 458 Public Relations in Politics and Political Campaigns (4 units; Fall)
This course applies public relations principles to the context of political campaigns, with an emphasis on message development and delivery, as well as relationships among candidates, news media, and electorate. Emphasis is placed on the roles played by social media and "Big Data" in audience analysis, message development and campaign strategy.

PR 473 Emerging Media Strategies for Communication and Public Relations (4 units; Spring)
Serving as an in-depth follow up to JOUR 209, 351A, and 351B, this course covers the dramatically changing media landscape and the role traditional and emerging digital channels play in communications. It is a detailed, hands-on study of all types of media channels utilized by public relations professionals including traditional, tradigital, social, earned and owned. The numerous media channels in today's ever-changing communication environment are explored and assessed from a strategic and tactical perspective. Both traditional message delivery and social media engagement strategies are explored.

PR 481 Careers and Strategies in Health Communication (4 units; Fall)
Students interested in highly rewarding, fast growing, and well-compensated careers should definitely consider the field of healthcare communication. Too often they are unaware of it and/or lack accurate information on it, so they pass it up. JOUR 481 covers all of its opportunities, including: public/private partnerships like Project Red; public health and disease prevention campaigns like the Truth anti-smoking campaign; major special events like Susan G. Komen's Race for the Cure; public affairs for Planned Parenthood; community relations for local hospitals; marketing support for drugs and medical equipment, and many others.

PR 485 Multimedia PR Content: Digital/Social Media Lab (2 units; Fall/Spring)
Hands-on lab; Web and new social distribution platforms; development and management of online content and personal brands; social media trends and applications.

PR 486 Multimedia PR Content: Introduction to Digital Design Tools (2 units; Fall/Spring)
In the era of the sharable social web, organizations of all types must think of themselves as creators, curators and distributors of engaging multimedia content, and they rely on their PR/Communication teams to plan and implement those activities. Students' ability to work at a near-professional level with InDesign and Photoshop, which they will learn in JOUR 486, will dramatically increase their marketability and value. Students are required to enroll in a free subscription to the Adobe Cloud (available through the Annenberg School).

PR 487 Multimedia PR Content: Introduction to Audio/Video Tools (2 units; Fall/Spring)
Because all organizations are now "content producers," and video is the increasingly preferred medium for the web, the fundamentals of video production are often "must have" skills for young professionals, and having such skills can be a powerful career door opener. Organizations of all types are asking their PR teams to use highly mobile audio and video tools (often as simple as smart phones and flip cams) to gather information, edit it, and distribute it via appropriate online platforms. This hands-on workshop will introduce you to the "must have" tools and skills you'll need to handle such assignments.

PR 488 Multimedia PR Content: Visual Communication of Information (2 units; Fall)
No doubt you have noticed that infographics are everywhere. That's because all kinds of organizations are using simple graphic techniques to communicate facts, stories, data and ideas. In JOUR 488, you'll learn tools and techniques that will enable you to tell sometimes complicated stories – visually! In this fascinating hands-on course you'll learn how visualization tools can communicate information in two and three dimensions, help organize graphics for quick perception, direct the eye to essential information, serve as visual shorthand for efficient communication, make abstract ideas concrete, express visual complexity, and charge a graphic with energy and emotion.

PR 491 Transmedia, New Media and Strategic PR/Communication (4 units; Spring)
Transmedia is rapidly gaining significant traction in the practice of Strategic Public Relations/Communication and Marketing. Through the use of real world case histories and class exercises this highly applied course familiarizes students with the new rules of message development and dissemination, which are based on Participatory Culture, Transmedia Branding, Spreadable Media and Crowdsourcing.

PR 492 Personal Branding and Entrepreneurship (4 units; Fall)
Are you torn between whether to work for an agency or start your own biz? Interested in working with talent or personal brands? Do you want to figure out the best way to make yourself an invaluable employee or successful entrepreneur? This highly creative and interactive course will take a 360 degree look at how to navigate and create a personal brand for yourself, and maybe a business, within today's evolving media landscape. Students will explore and experience the tools

and techniques needed to build a successful personal brand and entrepreneurial organization in today's highly saturated and competitive marketplace.

PR 494 Transmedia, New Media and Strategic Communication (4 units; Fall)
Examines nature of consumption and storytelling within a networked culture and how participatory culture, transmedia branding, and spreadable media are changing strategic communication practice.

There may be additional PR 499 course offerings.

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