

# Public Relations Major (PREL)

Recommended Two-Year Course Sequence for Students Who Start College in Fall 2017 or later

Junior		Senior	
Fall	Spring	Fall	Spring
<b>PR 250:</b> Strategic Public Relations: An Introduction (4)	<b>PR 351A:</b> Strategic PR Media and Content (4)	<b>PR 351B:</b> Strategic PR Media and Content (4)	<b>PR 428:</b> Social, Legal and Ethical Foundations of PR (4)
<b>PR 209:</b> Effective Writing for Strategic PR (4)	JOUR/PR Upper-Division Elective (4)	<b>PR 429:</b> Business and Economic Foundations of PR (4)	<b>PR 450</b> Advanced Strategic PR (4)
GE Core Literacy: A - F Dornsife ONLY (4)	WRIT 340 (4)	<b>PR 463:</b> Strategic PR Research, Analysis, and Insights (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.

# Public Relations Major Course Descriptions

## PREL Major Requirements:

**PR 209 Effective Writing for Strategic Public Relations (4, FaSp)** 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, FaSp)** 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 351A Strategic Public Relations Media and Content (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 428 Social, Legal and Ethical Foundations of Public Relations (4, FaSp) Prerequisite: PR 250.** 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.

**PR 429 Business and Economic Foundations of Public Relations (4, FaSp) Prerequisite: PR 351A .** 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.

**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.

*Created by Annenberg Advisement and Academic Services  
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