

**PROGRESSIVE DEGREE PROGRAM
COURSE PLAN TEMPLATE**

USC SCHOOL	Annenberg School for Communication and Journalism
ACADEMIC DEPARTMENT	Journalism
GRADUATE PROGRAM	Public Relations and Advertising M.A.
POST CODE	1800
TERM EFFECTIVE DATE	Spring 2021

PROGRAM DESCRIPTION

A brief description of the graduate program.

The Master of Arts in Public Relations and Advertising offers students a broad perspective across a changing global communication landscape and a deep grounding in foundational courses across disciplines such as persuasive writing, strategy, business fundamentals, advocacy, digital content creation, improvisational leadership and storytelling backed by data intelligence. Through a combination of conceptual courses, research and content creation labs plus electives, specializations and study abroad opportunities, this highly applied program prepares students to become a leader in one of the most dynamic global industries.

COMMON BACHELOR DEGREE PROGRAM PATHWAYS

A list of common bachelor’s degrees that undergraduate students pursue in advance of pursuing a progressive degree option with this graduate program. Some programs are restricted to certain majors while others are open to all students.

Public Relations B.A.	
Communication B.A.	

PREPARATORY UNDERGRADUATE COURSES

A list of courses at the undergraduate level that prepare students for the graduate program. Required coursework is listed first, followed by recommended courses. If not applicable, this section will be blank.

Dept. Prefix - Course #	Course Title	Required or Recommended	Units
	NONE		

UNDERGRADUATE COURSES USED TO REDUCE GRADUATE LEVEL UNITS

A list of undergraduate level courses that may be used to reduce the number of graduate level units required for the graduate program. If there are none, that is specified instead.

Dept. Prefix - Course #	Course Title	Units
	NONE	

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CORE GRADUATE PROGRAM REQUIREMENTS (# units required)

A list of all required graduate courses for the graduate program. None of these courses may be used toward satisfying undergraduate degree requirements.

If special exceptions for any of these courses are made by the academic department, the course # is marked with an asterisk () and the exception is explained in the "Department Notes" section at the end of this course plan template.*

Dept. Prefix - Course #	Course Title	Units
PR 508*	Public Relations and Advertising Fundamentals and Strategy	3
PR 522	Storytelling with Data Intelligence	3
PR 523	Advanced Audience Insight Mining	3
PR 524*	Multimedia Content Creation for Brand Storytelling I	3
PR 525	Multimedia Content Creation for Brand Storytelling II	3
PR 529*	Business and Economic Foundations for Communicators	3
PR 535*	Persuasive Writing	3
PR 598	Improvisational Leadership	3

PRE-APPROVED ELECTIVE COURSEWORK

Elective coursework is approved at the discretion of the academic department. Note the following details about the total number and units required of elective coursework.

Varies	TOTAL ELECTIVE COURSES REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE
12	TOTAL ELECTIVE UNITS REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE

TOTAL UNIT COUNTS AND REQUIRED GRADUATE UNITS

36	TOTAL UNITS REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE
9**	TOTAL GRADUATE UNITS THAT MAY BE WAIVED (IF ANY)
24	MINIMUM NUMBER OF GRADUATE UNITS THAT MUST BE AT THE 500 LEVEL OR ABOVE

NOTES FROM THE DEPARTMENT

This section highlights any unique considerations, exceptions, or requirements for the graduate program. If a program has specific restrictions (courses, majors, etc.), they are detailed below.

*These requirements may be waived for students who complete an undergraduate Public Relations degree at USC. In this scenario, PR 508 would be replaced by PR 599: Fundamentals of Advertising, PR 535 would be replaced by PR 599: Persuasive Writing for Advertising, and PR 524 and PR 529 would be replaced by 6 total units of graduate degree electives.

**The completion of 27 total units is typically required for the Public Relations and Advertising M.A. PDP degree.

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Suzanne Alcantara

Authorizing Dean's Name

4/9/2021

Date Approved

Assistant Dean of Student Affairs

Authorizing Dean's Title