

Dear Prospective Student:

The Annenberg School of Communication and Journalism at the University of Southern California is home to one of the world's top-ranked Public Relations programs. It combines the innovative and collaborative offerings of the Annenberg School with the communication and leadership skills necessary to be an impactful voice within the public relations industry. While studying PR at USC, students gain some of the most valued abilities within the industry that lead them to outstanding, progressive careers in many different areas.

The Annenberg PR program takes time to train its students in the areas of importance for public relations professionals. Classes are often small in size (10-20 students), instructed by professionals currently successful within the PR industry themselves. It is there students develop and apply the vital skills relevant to execution of strategic public relations actions. The Annenberg School is loaded with resources for students to get the most out of their education and apply what they've learned during their time spent pursuing their degree.

Receiving Annenberg training builds up PR students so they are valued in the future for their skillful writing abilities, experience with multimedia and digital production, social media and strategic planning skills. They also are trained to make calculated analyses of campaigns, conduct efficient research and implement key PR/communication theory. Students are so well prepared for working in the industry upon graduation due to their education in the most important aspects of PR and the business purposes it serves. Before graduating students are required to complete one semester long internship with an agency or a communications department for to gain professional experience and are assisted by the school in finding one that is fitting for each of them.

The USC Annenberg Public Relations program has been honored and mentioned for its many positive contributions to the world and that of its students. For example, one of the PR Masters program students was recently honored for his role in the Southern California ShakeOut drill, one the largest earthquake-preparation exercises in the world. Also, Annenberg Alumnus, Joe Nolan was named on Brand Innovators' "40 under 40" list, a list of next generation brand marketers who apply digital media platforms for consumer engagement. The list of honorees and mentions goes on and on. Annenberg PR has continuously been recognized for some of its great projects and practices.

Annenberg PR has become one of the most impactful education programs for the world with its students and alumni applying its encouragement of innovative, strategic thinking and application to real public relations work. They are not only educated on how to communicate, but how to do so effectively. Annenberg PR dedicates all of its effort to ensure that their students are properly prepared for the public relations industry in every aspect.

Sincerely,
Annenberg Graduate and Undergraduate Public Relations

USC Annenberg

School for Communication
and Journalism