

30年教學經驗，AP及SAT權威



丹尼爾學院

SATPROFESSIONALS

(909)860 – 2190

WeChat ID: Dbsatpro2020

SATPROFESSIONALS.COM

21316 Pathfinder Rd., Diamond Bar, CA 91765

## SAT Professionals Newsletter: Brian Park

### University of Southern California – Communications Major (Public Relations)

Discover the roadmap to thriving in USC's prestigious Public Relations program! Whether you're an aspiring communications major or a parent looking to guide your student, this comprehensive guide breaks down the essentials—from standout courses and top professors like Dr. Fred Cook to campus culture and invaluable networking opportunities. Learn why USC's Annenberg School for Communication and Journalism is a launchpad for careers in media, PR, and beyond. Click to explore how to get ahead in your academic journey and gain the inside track to one of the nation's top programs.

#### Step 1: Check for College & University Facts

- Visit the [University of Southern California \(USC\)'s official website](#). USC is a private research institution located in Los Angeles, CA. It is famously known for its strong focus on industry connections, innovative research, and interdisciplinary studies. One of the schools of USC, the Annenberg School for Communication and Journalism offers top programs in Communication, Journalism, and Public Relations.
- USC's strong connection to the entertainment industry and its location make it a hub for communication and media students wanting to network with professionals and secure internships in marketing, media, and public relations.
- Utilize resources like Niche, US News, or CollegeVine to collect data on USC's academic reputation, campus life, and rankings. USC's communication programs are consistently top-ranked, and its alumni network is extensive, offering many opportunities for internships and mentorship.

#### Step 2: Look into Academic Courses Offered for Your Major

- USC's Public Relations program covers major topics such as branding, digital strategy, crisis management, and media relations. Some of its core courses include:

- *PR 209: Effective Writing for Strategic Public Relations* – focuses on crafting press releases, media kits, and social media content.
- *PR 351a: Strategic Public Relations Media and Content* – students learn how to create compelling PR content for digital media and traditional outlets.
- *PR 463: Strategic Public Relations Research, Analysis, and Insights* – involves utilizing analytics and data to evaluate the effectiveness of PR campaigns.
- *PR 429: Business and Economic Foundations of Public Relations* – combines PR strategy and business acumen, teaching students to understand corporate financials and business operations in PR contexts.
- First-Year Sample Curriculum
  - Fall Semester:
    - PR 209: Effective Writing for Strategic Public Relations (4 units)
    - PR 250: Strategic Public Relations: An Introduction (4 units) - covers the fundamentals of public relations and advertising, giving students a basic understanding of PR's role in professional organizations.
    - GE Requirements (e.g., Writing, Social Science, Natural Science) (8 units)
  - Spring Semester:
    - PR 351a: Strategic Public Relations Media and Content (4 units)
    - Elective Course (e.g., Advertising, Global Communication) (4 units)
    - GE Requirements (8 units)

### **Step 3: Research Institutes & Specific Programs**

- The USC Annenberg School houses the Center for Public Relations, which publishes the *Global Communication Report* annually. It offers students insights into PR trends and industry practices. Also, participating in research at this center can give them firsthand experience in analyzing global PR strategies.
  - [Global Communication Report](#)
- USC's Annenberg Media Center provides students with opportunities to work on PR campaigns and collaborate with other students in digital media and journalism. Through this center, students can work on real-world projects and gain practical skills in strategic communication.
  - [Media Center](#)
- Dr. Fred Cook has 30+ years of experience in PR. He instructs courses that focus on crisis communication, corporate social responsibility, and strategic messaging. He is an expert in these areas, and he can offer invaluable insights into crisis management and corporate PR.
  - [Dr. Fred Cook](#)

### **Step 4: Research Notable Alumni**

- Marc Brown is a well-known news anchor for KABC-TV. In his career, he has delivered news to millions of viewers. He earned his undergraduate degree in journalism from USC Annenberg and has won multiple awards for his work in broadcast journalism.

- [LinkedIn - Marc Brown](#)
- [Marc Brown's ABC7 Breaking News Story](#)

### Step 5: Look into Community & Campus Culture

- USC gives students direct access to entertainment companies, media outlets, and PR firms. This access provides them with ample opportunities for internships and networking.
  - USC helps students secure internships at organizations such as CAA, Disney, and Edelman. They find these internships through USC's Annenberg Career Development Office.
    - [Career Development | USC Annenberg School for Communication and Journalism](#)
  - Read online blogs about USC to gain an insight into its fast-paced, career-oriented culture.
    - [USC Undergraduate Admission Blog](#)
  - The Public Relations Student Society of America (PRSSA) or Trojan Vision (USC's student-run TV station) offers students chances to apply what they learn in classrooms to real-world projects. Participation in these organizations can make the students' portfolios more robust and help them extend their network.
    - [USC PRSSA \(@usc.prssa\) • Instagram photos and videos](#)
    - [PRSSA | Public Relations Student Society of America | PRSA](#)
    - [Trojan Vision TV \(@trojanvision\) • Instagram photos and videos](#)
    - [USC Cinematic Arts | Trojan Vision](#)
  - Join online communities like USC's Reddit page or Annenberg student groups on Facebook to connect with current students and get their perspectives on campus life.
    - [r/USC](#)
    - [USC Family Fight On](#)

### Step 6: Find Online Courses to Transition into the Major

- LinkedIn Learning and Coursera offer introductory PR courses like *PR Strategies* and *Crisis Communication*. Completing them before committing to USC can help build foundational skills in digital marketing and media relations.
- If interested in the analytics and data aspect of PR, enroll in online courses in *Social Media Analytics* or *Data-Driven PR*. They will provide essential skills that can complement studies at USC.
  - [LinkedIn Learning: Online Training Courses & Skill Building](#)
  - [Coursera](#)

### Step 7: Understand College-Specific Questions and Essays

USC's supplemental questions (2024-25):

- *Describe how you plan to pursue your academic interests and why you want to explore them at USC specifically.*
- *USC believes that one learns best when interacting with people of different backgrounds, experiences, and perspectives. Tell us about a time you were exposed to a new idea or when your beliefs were challenged by another perspective.*

Regarding the first prompt, discuss USC's Annenberg School for Communication and Journalism and its unique blend of academics and practical experience. Perhaps, you can talk about USC's deep connections to the Los Angeles media industry, the hands-on learning opportunities at the Annenberg Media Center, and the chance to gain experience in global PR strategies at the Center for Public Relations. Make sure to emphasize the specific courses or professors, for instance, Dr. Fred Cook's expertise in crisis communication, and their alignment with your academic and career goals in PR.

Regarding the second prompt, you could discuss your experience in working on a PR campaign (e.g., for a school club or an online platform) and how it exposed you to different viewpoints. Perhaps, you can mention the time when you dealt with conflicting opinions or managed a crisis as an example. Explain this transformative experience and how it deepened your understanding of communication strategies and the significance of empathy in PR, relating back to USC's emphasis on diversity and interdisciplinary learning.

### **Step 8: Make Personal Connections in Your Essays**

- Connect your unique academic and personal experiences to USC's resources. State your excitement about USC's proximity to major media hubs and how the Annenberg School's focus on innovation in communication resonates with your desire to lead in the field of PR.
- Emphasize your interest in professors like Dr. Cook and how his expertise on crisis management and ethical PR practices relates to your goals of handling high-stakes media situations.
- Discuss USC's PRLab or the Global Communication Report and how it would allow you to apply theoretical knowledge to real-world scenarios. You could perhaps talk about how it could help you develop as a communication expert and strategic thinker.
- Highlight USC's diverse and interdisciplinary environment and how you plan to engage with your peers from different cultural backgrounds to enhance your understanding of communication on a global scale.

**如果您有其他问题, 请与我们联系安排通过 in-person or Zoom 进行初次咨询。**

**(909) 860-2190 SAT Professionals Diamond Bar**

**(714) 449-2399 SAT Professionals Fullerton**

**网站 : <https://www.satprofessionals.com>**