

# USC named the top school for public relations

In a 2016 student-generated study for *College Magazine*, the University of Southern California was named the number one school for public relations in the United States. An excerpt of this story appears below.



## College Magazine's 10 Best Schools for Public Relations

By Shira Stein

If you aspire to stand behind the podium as the White House Press Secretary or create the next Ice Bucket Challenge, consider a major in public relations. Especially at one of these top 10 schools. PR is similar to journalism because the internship opportunities and the professors you choose are essential to getting the best education. And writing and communication skills play a huge role. Where PR differs is that your opinion or the opinion of the company you work for should shine through. You'll learn how to craft your voice and tailor your message at the following top notch schools for PR.

### 1. UNIVERSITY OF SOUTHERN CALIFORNIA

USC students are in a prime location to step into the Los Angeles public relations world. With one of the smallest average class sizes (16 students), students get more one on one attention and help from their professors so they can succeed in the industry after graduation. The curriculum requires students take classes on ethics of public relations



### COLLEGE MAGAZINE PUBLIC RELATIONS RANKINGS

1. University of Southern California
2. Syracuse University
3. American University
4. Pennsylvania State University
5. St. John's University
6. Boston University
7. Florida State University
8. University of Texas, Austin
9. University of Florida
10. University of Washington

and research of successful campaigns. These courses prepare students to work for political organizations and influential companies. Many of the Annenberg School for Communication and Journalism faculty have an interest and a focus in new media, and that's reflected within their teaching of writing content for emerging media and analysis of shifting media. "Our students are constantly learning how to create cutting edge, innovative content that is reflective of what companies are demanding in this fast paced digital era of communication," said senior Courtney Cardin. The location allows students to get experience within the entertainment industry at places like Black Entertainment Television, Marvel Studios and Red Light Management. "After connecting at the Annenberg Career Fair, I was hired as a digital media intern for SB Projects, where I got to work on the marketing efforts for Justin Bieber's "Purpose" album release," said Cardin. Getting to generate press for your favorite movie series or musician sounds like an amazing opportunity.