

***School of Journalism – Master of Arts in Strategic Public Relations
Graduate Application Guidelines and Instructions for Fall 2010***

Degree Program Overview

The Annenberg School of Journalism aims to prepare its students to successfully navigate and lead change in the 21st Century. The M.A. in Strategic Public Relations equips its graduates with the skills and competencies needed to succeed and lead in organizations and industries of all types. This highly applied, professionally-oriented program emphasizes strategic planning and problem solving, research and analysis, ethics and all types of digital, social and mass media.

Application Deadline

Admission to the M.A. in Journalism is limited to the fall term. The application deadline for U.S. citizens and permanent residents is **January 4**. International students must apply by December 1 to ensure that their applications are complete for scholarship consideration.

Application Process

- 1) Go to www.usc.edu/admission/graduate/apply/ and complete the online USC Graduate Admission Application. You must upload the following materials before submitting your application:
 - Statement of Purpose
 - Writing Sample
 - Public Relations Essay
 - Professional Résumé
 - Non-refundable application fee
- 2) Request letters of recommendation
 - Three letters of recommendation required
- 3) Mail the following materials to USC Graduate Admission Office, University Park, Los Angeles, CA 90089-0915:
 - Official transcripts from all colleges/ universities attended, including from study abroad programs
 - Confidential statement of financial support (international applicants only)
- 4) Request to have your admission tests reported electronically to USC (institution code 4852)
 - Graduate Record Examination (GRE) General Test
 - TOEFL scores (international applicants only)

Admission Testing

All applicants must submit Graduate Record Examination (GRE) General Test scores and the minimum required score is 1,000 (GRE-verbal subscore + GRE-quantitative subscore).

International applicants must demonstrate English language proficiency. If your bachelor degree was not earned at a U.S. or UK college/university, you may be required to submit TOEFL scores; the minimum recommended score is 114-115 (IBT). For more international admission information, refer to the USC Graduate Admission Web site at <http://www.usc.edu/admission/graduate/international/application.html>.

Plan to complete all admission testing at least one month prior to the application deadline.

Statement of Purpose

Discuss the reasons you wish to pursue a graduate strategic public relations degree and your career goals. In detail, describe what you believe are the strengths, weaknesses, and potential of the profession. Also, discuss an aspect or area of the field that is of particular interest to you. Finally, describe the type of organization in which you would like to work once you graduate from USC Annenberg and the type of work you would like to do.

This statement, which should convey your passion for the field – should be two to four pages long, typed and double spaced. Care should be taken to submit a clear, concise and well written essay.

Writing Sample

Upload a sample of your writing (e.g. press release, news clipping, or a college/university research paper).

Strategic Public Relations Essay

Upload a 250-500 word persuasive essay that describes what you understand to be the fundamental role of public relations in society. Illustrate your commentary by citing a recent example (good or bad) of strategic public relations at work from an area of the field that is of particular interest to you.

Résumé

Submit a current resume listing positions held, including internships, nature of work and dates of employment. Include academic and professional awards, honors, association memberships, teaching experience, subject matter expertise, language(s) other than English, and your familiarity with any research or communications technologies, e.g. Web design, television production, spreadsheets, etc., Indicate your proficiency level for each skill and area of expertise (E = expert, C = competent, F = familiar).

Letters of Recommendation

Faculty recommendations are preferred. However, one internship or employment recommendation may replace one faculty recommendation. If you provide recommenders' e-mail addresses on the online application, they will receive online recommendation forms.

Estimated Cost of Attendance 2009-2010

\$ 26,534	Tuition and fees (8 – 14 units per semester)
\$ 15,842	Room and board
\$ 1,008	Books and supplies
\$ 1,828	Personal and miscellaneous
\$ 2,250	Transportation
\$ 35	USC Orientation Fee for your first semester
\$ 47,497	Total

Financial Aid

Departmental scholarships, assistantships and project associate assignments are awarded competitively to domestic and international applicants based on the completed graduate admission application. Note: Since scholarship review begins in mid-January, it is essential that you complete and submit your online USC Graduate Admission Application by the deadline to ensure full consideration for admission and merit scholarship.

Although we offer departmental scholarships and awards, more than 80% of the incoming graduate class is self-funded. Plan to seek and apply for outside scholarships; begin researching opportunities at www.fastweb.com. Visit the USC Financial Aid Web site at www.usc.edu/admission/fa/applying_receiving/graduates/ for information about need-based federal financial aid.

International applicants must provide proof of ability to pay tuition and living expenses before an admission decision is released. For more information, refer to the USC Graduate & International Admission Web site at www.usc.edu/admission/graduate/international/application.html.

Prospective Graduate Student Campus Visits

Graduate information sessions are held on campus throughout the academic year. In addition, the Annual Prospective Graduate Student Visit Day program will be held on November 6, 2009. For other dates and to make a reservation, visit our Web site at www.annenberg.usc.edu/Prospective/VisitandSched.aspx.

Questions

Contact Annenberg Admissions at ascadm@usc.edu or 213.821.0770.