

PR 250 Strategic Public Relations and Advertising: An Introduction 4 units

Spring 2024 – Mondays – 6:30-9:50 p.m.

Section: 21087D

Location: ANN 307

Instructor: Stephany Villaseñor

Office: Virtual (Zoom)

Office Hours: Fridays, 12-1 p.m., OR by appointment

Contact Info: rodaste@usc.edu, 213-280-6438 (text if urgent)

Course Description

This course will familiarize students with strategies and practices in the growing field of public relations/strategic communication through practical application and group simulation of public relations and advertising strategic frameworks. Students will be required to analyze current events and cases and devise practical implementation approaches. The practical implementation will include simulation activities where students are asked to operate in groups as agency and in-house communication teams through several (3-4) simulation scenarios. This course is the foundation of the public relations program.

Student Learning Outcomes

Upon completion of this course, the student will be able to:

- Explain modern-day public relations and advertising concepts and practices.
- Practice critical thinking, strategy and campaign planning and integration in a communication context.
- Demonstrate the capacity to extract actionable and defensible insights from research and information.
- Apply an ethical reasoning method to public relations and advertising campaigns.
- Explain why stakeholders, uncontrolled external factors and ethics are critical elements in campaign development.
- Demonstrate the ability to strategically identify and address opportunities, challenges and key constituencies for a communication campaign.
- Deconstruct and present a campaign analysis using several PR and Advertising strategic planning frameworks (ROPES, PESO, Message Mapping, 4-Pillar Strategic PR Framework, etc.).
- Develop and present original, integrated campaign plans based on research, strategy and actionable insights.

Course Notes

The class is a mix of lecture and group learning through agency and in-house PR team simulations. Students will participate and contribute their thoughts and insights through continuous application of concepts, PR frameworks, theories, and implementation approaches. Blackboard is used for regular updates, posting homework and assignments and grades. Email all homework assignments unless you are provided other assignments.

Description and Assessment of Assignments

Class Participation and Case Study Discussion (25% of grade)

Students are expected to regularly attend and actively participate in classes, complete all required readings before each class session, and contribute to class discussions and case study reviews to understand what the best PR and advertising programs entail. It is important to attend class and actively participate, since class activities and

interaction with peers encourage creative dialogue and diversity of perspective, which helps enhance your learning.

Classes begin promptly, so please arrive on time. If you are unable to attend class for some reason, please notify the instructor as soon as possible, and assume personal responsibility for gathering notes from other classmates. At the end of the semester, points will be allocated to students based upon:

- Industry news/updates – You must stay informed of current topics in the public relations industry. Each week students will be asked to share news events and relate them to the course.
- Consistent demonstration that they have read the material for scheduled class discussion
- Contribution to class discussion; answering questions, asking relevant questions
- Consistent attendance in class in order to participate in and contribute to class discussions
- Demonstrating respect for fellow classmates, guest speakers, and instructor (including appropriate use of personal technologies during classroom time)
- Mature classroom behavior that supports learning

Midterm Exam (25% of grade)

Midterm exam will be based on work covered in the textbook readings and class lectures.

Team Simulation (20% of grade and part of class participation)

You will experience what is like to operate as a PR and advertising agency and as an in-house team and be required to apply the concepts to creating PR and ad plans. Simulation teams will create plans and at least one full-campaign, which will be part of your final project.

Final group project/presentation (30% of grade)

Development of a public relations campaign to be presented during the final class and **an individual PR Portfolio that you can use professionally—for the purposes of employment, internships, scholarships, etc.**

Grading

a. Grading Breakdown

Description of assessments and corresponding points and percentage of grade.

Assessment Tool (assignments)	Points	% of Grade
Homework/Assignments (including Case Study)	10	10%
Class Participation	15	15%
Group Simulations	20	20%
Midterm Exam	25	25%
Final [Group Paper, Group Presentation & Portfolio (10% EACH)]	30	30%
TOTAL	100	100%

b. Course Grading Scale

Description of assessments and corresponding points and percentage of grade.

Letter grade and corresponding numerical point range

95% to 100%: A	80% to 83%: B- (B minus)	67% to 69%: D+ (D plus)
90% to 94%: A- (A minus)	77% to 79%: C+ (C plus)	64% to 66%: D
87% to 89%: B+ (B plus)	74% to 76%: C	60% to 63%: D- (D minus)
84% to 86%: B	70% to 73%: C- (C minus)	0% to 59%: F

c. Grading Standards

Public Relations

“A” projects have writing near professional quality; one or no mistakes; clearly proofread and edited material. All required elements included (catchy headline, solid lead, varied vocabulary; supporting facts/figures; quotes as required). Excellent organization and flow; original thinking. Showed creativity in packaging/distribution method. High end of scale: publishable today as is.

“B” projects have two to five spelling, grammar or AP Style mistakes. One or more required elements missing or poorly displayed (i.e., boring headline; confusing lead, etc.). Shows potential as a good writer. Adhered to inverted pyramid. High end of scale will have at least one extraordinary element such as astonishing lead or little-known facts or pithy quote. Some creativity shown. Publishable with medium editing.

“C” projects have more than five errors (spelling, grammar, AP style). Poorly edited and/or proofread. May have adhered to inverted pyramid but strayed at beginning or end. Hackneyed elements such as trite headline or uninteresting lead. Little or no facts/figures included. Passive rather than active verbs become the norm. Little or no creativity shown. Publishable with major editing.

“D” projects have more than 10 errors (spelling, grammar). Needs to be completely rewritten. Poorly organized with little or no understanding of journalistic style/standards. Needs to work with writing coach.

“F” projects are not rewritable, late or not turned in. A grade of F also will be assigned for any plagiarized and/or fabricated material that is submitted.

d. Grading Timeline

Homework, assignments, and the midterm will be graded within 2-3 weeks after they are due. Grades are updated and tracked in Blackboard.

Assignment Rubrics

Rubrics for assignments will be provided with assignments.

Assignment Submission Policy

1. All assignments are due at the beginning of class on the dates indicated. I will accept early assignments, but I will not accept late assignments. Late assignments will automatically be given a grade of 0/F.
2. Assignments must be emailed, unless I have given you different instructions. When submitting a group assignment, email me and cc your group team members.

Required Readings and Supplementary Materials

REQUIRED TEXT: Introduction to Public Relations: Strategic, Digital and Socially Responsible Communicate: Janis Teruggi Page & Lawrence J. Parnell; 2nd Edition; SAGE Publishing ISBN 978-1-5443-9200-4. Available through the USC Bookstore and Amazon.

In addition to the required textbook, you must keep up with current events. Please browse one or more of the following PR news websites. Periodically we have class discussions based on news/case studies from these news sites.

- prweek.com (Annenberg students receive free subscriptions)
- publicrelationstoday.com
- prnewsonline.com
- prdaily.com
- odwyerpr.com
- adweek.com

Laptop Policy

All undergraduate and graduate Annenberg majors and minors are required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the [Annenberg Digital Lounge](#) for more information. To connect to USC's Secure Wireless network, please visit USC's [Information Technology Services](#) website. During guest speakers and weekly case study presentations, students are required to put all electronics away and provide undivided attention to that day's speaker. Notebooks for note-taking purposes are acceptable during these presentations (non-electronic).

Academic Integrity

The University of Southern California is foremost a learning community committed to fostering successful scholars and researchers dedicated to the pursuit of knowledge and the transmission of ideas. Academic misconduct is in contrast to the university's mission to educate students through a broad array of first-rank academic, professional, and extracurricular programs and includes any act of dishonesty in the submission of academic work (either in draft or final form).

This course will follow the expectations for academic integrity as stated in the [USC Student Handbook](#). All students are expected to submit assignments that are original work and prepared specifically for the course/section in this academic term. You may not submit work written by others or "recycle" work prepared for other courses without obtaining written permission from the instructor(s). Students suspected of engaging in academic misconduct will be reported to the Office of Academic Integrity.

Other violations of academic misconduct include, but are not limited to, cheating, plagiarism, fabrication (e.g., falsifying data), knowingly assisting others in acts of academic dishonesty, and any act that gains or is intended to gain an unfair academic advantage.

The impact of academic dishonesty is far-reaching and is considered a serious offense against the university and could result in outcomes such as failure on the assignment, failure in the course, suspension, or even expulsion from the university.

For more information about academic integrity see the [student handbook](#) or the [Office of Academic Integrity's website](#), and university policies on [Research and Scholarship Misconduct](#).

Course Content Distribution and Synchronous Session Recordings Policies

USC has policies that prohibit recording and distribution of any synchronous and asynchronous course content outside of the learning environment.

Recording a university class without the express permission of the instructor and announcement to the class, or unless conducted pursuant to an Office of Student Accessibility Services (OSAS) accommodation. Recording can inhibit free discussion in the future, and thus infringe on the academic freedom of other students as well as the instructor. ([Living our Unifying Values: The USC Student Handbook](#), page 13).

Distribution or use of notes, recordings, exams, or other intellectual property, based on university classes or lectures without the express permission of the instructor for purposes other than individual or group study. This includes but is not limited to providing materials for distribution by services publishing course materials. This restriction on unauthorized use also applies to all information, which had been distributed to students or in any way had been displayed for use in relationship to the class, whether obtained in class, via email, on the internet, or via any other media. ([Living our Unifying Values: The USC Student Handbook](#), page 13).

Add/Drop Dates for Session 001

(15 weeks: 1/8/2024 – 4/26/2024; Final Exam Period: 5/1-8/2024)

Link: <https://classes.usc.edu/term-20241/calendar/>

Last day to add: Friday, January 26, 2024

Last day to drop a class without a mark of “W,” except for Monday-only classes, and receive a refund: Friday, January 26, 2024

Last day to change enrollment option to Pass/No Pass or Audit: Friday, January 26, 2024 [All major and minor courses must be taken for a letter grade.]

Last day to add/drop a Monday-only class without a mark of “W” and receive a refund or change to Audit: Tuesday, January 30, 2024

Last day to withdraw without a “W” on transcript or change pass/no pass to letter grade: Friday, February 23, 2024 [Mark of “W” will still appear on student record and STARS report and tuition charges still apply.]

*Please drop any course by the end of week three for session 001 (or the 20 percent mark of the session in which the course is offered) to avoid tuition charges.]

Last day to drop with a mark of "W": Friday, April 5, 2024

Course Schedule: A Weekly Breakdown

Important note to students: Please check Blackboard for announcements on homework, writing assignments or tests. Be advised that this syllabus is subject to change - and probably will change - based on the progress of the class, news events, and/or guest speaker availability.

Week/Date	Topics/Daily Activities	Readings and Homework	Deliverable/Due Dates
Week 1 Monday, 1/8	<p>PR 250 Overview</p> <ul style="list-style-type: none"> • Course overview • Syllabus review • Expectations • Policies and procedures <p>Simulation Team Formation 1 (First Round Simulation Teams Announced)</p> <p>Origins of Public Relations</p> <ul style="list-style-type: none"> • What is public relations? • Misconceptions about public relations • The history of PR – How it got started; how it has evolved into a strategic function • The functions of PR • ROPES model of public relations 	<p>Preface, chapters 1 and 2</p> <p>Simulation Formation 1 Fundamentals: Students choose to be agencies or in-house teams</p> <p>Work product: Theories, Page Principles, PESO; ROPES</p>	<p>Week 1 Readings</p>

Week 2 Monday, 1/15	NO CLASS		[Martin Luther King Day: Monday, January 15]
Week 3 Monday, 1/22	The Public Relations Process: Research and Theory <ul style="list-style-type: none"> • Why is research so important; how is it done; how to use it • Common PR research methods • The role of strategy with regard to research <i>Guest Speaker</i>	Chapter 4	Week 3 Reading
Week 4 Monday, 1/29	The Public Relations Process: Planning, Objectives and Tactics <ul style="list-style-type: none"> • Planning: The value of a communications plan; how to create a plan • The role of strategy with regard to planning • Putting plan to action • The role of strategy with regard to tactics Simulation #1 Presentations	Chapter 5	Week 4 Reading; Simulation #1 Presentations
Week 5 Monday, 2/5	The Public Relations Process: Evaluation <ul style="list-style-type: none"> • How to know if we succeeded • Common PR evaluation methods Simulation Team Formation #2	IPR: The Communicator's Guide to Research, Analysis & Evaluation (will be posted to Blackboard) Simulation 2 Team Formation Agency- PR Strategy Creation for client: Agency name and brand, Research on issues Strategic PR Framework- Message Creation, Plan Preparation; Story Activation, Ongoing Amplification	Week 5 Reading
Week 6 Monday, 2/12	Public Opinion/Persuasion <ul style="list-style-type: none"> • Why public opinion matters • Tips/best practices to help tell our story and persuade audiences Reaching Audiences through Mass Media <ul style="list-style-type: none"> • Collateral materials: What are they? How are they used? 	Chapters 6, 7 & 8	Week 6 Readings

	<ul style="list-style-type: none"> Mass media: radio, TV, newspapers, blogs, etc. <p><i>Guest Speaker</i></p>		
Week 7 Monday, 2/19	NO CLASS	Finalize Simulation #2 Presentations	[Presidents' Day: Monday, February 19]
Week 8 Monday, 2/26	<p>Meeting, Conferences and Events</p> <ul style="list-style-type: none"> Review different types of events Event planning concepts & best practices <p>Simulation #2: Group Presentations</p> <p>MIDTERM REVIEW</p> <p><i>Guest Speaker</i></p>	Readings will be posted to Blackboard.	<p>Week 7 Readings (will be posted to blackboard).</p> <p>Simulation #2 Presentations</p>
Week 9 Monday, 3/4	INDIVIDUAL MIDTERM EXAM	Review midterm study guide (will be posted to Blackboard).	No make-ups for missing midterm exam.
Spring Recess Monday, 3/11	NO CLASS		[SPRING RECESS: March 10 – 17]
Week 10 Monday, 3/18	<p>PR in Corporations</p> <p>Corporate Social Responsibility, community relations, reputation management, social responsibility, employee communications and investor relations</p> <p><i>Guest Speaker</i></p>	Chapters 9 & 10	Week 10 Readings
Week 11 Monday, 3/25	<p>Issues Management and Crisis Communications</p> <ul style="list-style-type: none"> What are conflicts and crisis situations Conflict management lifecycle Strategies for dealing with issues, risks and crisis Restoring corporate reputation <p>Simulation Team Formation #3</p> <p><i>Guest Speaker</i></p>	<p>Chapters 11 & 12</p> <p>Simulation Formation 3 Corporate Comms Team- Strategy Creation as in-house team; Simulation casework based on current company in the news</p>	Week 11 Readings
Week 12 Monday, 4/1	<p>Ethics and Law in Public Relations</p> <ul style="list-style-type: none"> Ethical guidelines in PR How does law affect PR <p>Simulation 3 Presentations</p>	Chapter 3	Week 12 Reading; Simulation #3 Presentations

	<i>Guest Speaker</i>		
Week 13 Monday, 4/8	<p>Specialty Practice Areas</p> <ul style="list-style-type: none"> • What is PR in sports and entertainment <p>Final Project Discussion:</p> <ul style="list-style-type: none"> • Final Team Simulation Announced & Individual Portfolio <p><i>Guest Speaker</i></p>	Chapter 13	Week 13 Reading
Week 14 Monday, 4/15	<p>Specialty Practice Areas</p> <ul style="list-style-type: none"> • What is PR in non-profits, education, and government <p><i>Guest Speaker</i></p>	Chapters 14 & 15	Week 14 Readings
Week 15 Dates: Monday, 4/22	<p>USC COURSE EVALUATIONS</p> <p>The Future of PR</p> <ul style="list-style-type: none"> • Discuss changes PR executives, professionals, scholars and students foresee in the PR industry in the future • Review research studies conducted by USC Annenberg Center for Public Relations. Reports include Relevance Report / Global Communications Report <p>Preparation for Final</p> <p><i>Guest Speaker</i></p>	Relevance Report and Global Communications Report	Week 15 Readings
Final Exam Period Wednesday, 5/6, 7-9 p.m.	<p>FINAL GROUP PRESENTATIONS</p> <p>Submit final individual portfolio, group presentation & group paper via email by 7 p.m. on 5/6</p>		ROOM TBD. Will be shared via Blackboard. No make-ups for missing the final.

Policies and Procedures

What I Expect from You

- **Be present.** While laptops are allowed for class note-taking, students are expected to be fully present and free of other distractions (e.g. close out all tabs, stay off your cell phones).
- **Be respectful.** Remain attentive throughout class and listen when others are speaking including guest speakers, classmates, etc.

- **Be punctual.** Class starts on time. Continual tardiness will impact your final grade.
- **Be honest.** Life circumstances will arise, but assignments are expected to be completed on time to be counted towards your final grade.
- **Be attentive.** You are expected to frequently turn to Blackboard and your USC email for any updates. I will communicate with you directly through these platforms on a weekly basis. It is on you to check your messages frequently and remain up-to-date with any changes to class.

Communication

Students should feel free to email me outside of class to ask questions, get assignment clarifications or to arrange a one-on-one meeting if not convenient during my normal office hours. Student inquiries will be responded to within 48 hours. If the matter is urgent, please send me a text message.

If you must miss class, you are still 100% responsible for gathering notes from a classmate, doing the classwork AND homework- and submitting them on time by the next class. **Missing a class does not exempt you from class work**, and you will receive a reduced participation grade if you do not complete the assignments done during the class you missed and submit them before the next class.

- Assignments are due to me at the time I designate. All assignments must be complete and typed, with no handwritten edits. Assignments completed not following directions will be graded lower. If you are absent, you are responsible for getting me your homework by the due date/time.
- **There will be no make-ups for the midterm or final exam.**
- If you miss class, you are responsible for getting notes and assignments **from a fellow student**. I do not email notes or handouts.
- Class participation is expected and will help your final grade. Everyone is expected to contribute. Lack of participation will reduce your participation grade.
- No texting or any use of cell phones or other forms of electronic communication during class. Doing so will have a negative impact on your grade. Computers are for class work only. If I have to stop class to ask you to stop using your cell phone or other device, you will lose participation points for that class.
- There should only be one discussion going on at a time in class. Paying attention to the speaker, whether it is the instructor, fellow student or guest, is a sign of respect and professionalism. Disruptive behavior, such as talking out of turn and carrying on side conversations, will negatively impact your grade.
- The syllabus is our guideline and will change during the course of the semester to accommodate current events and speaker schedules.
- You are expected to check Blackboard every week for updates on homework and assignments. You are also responsible for checking your USC email account, which is how I will communicate with you.

Internships

The value of professional internships as part of the overall educational experience of our students has long been recognized by the School of Journalism. Accordingly, while internships are not required for successful completion of this course, any student enrolled in this course that undertakes and completes an approved, non-paid internship during this semester shall earn academic extra credit herein of an amount equal to 1 percent of the total available semester points for this course. To receive instructor approval, a student must request an internship letter from the Annenberg Career Development Office and bring it to the instructor to sign by the end of the third week of classes. The student must submit the signed letter to the media organization, along with the evaluation form provided by the Career Development Office. The form should be filled out by the intern supervisor and returned to the instructor at the end of the semester. No credit will be given if an evaluation form is not turned into the instructor by the last day of class. Note: The internship must be unpaid and can only be applied to one public relations or journalism class.

Statement on Academic Conduct and Support Systems

Academic Conduct

The USC Student Handbook (https://policy.usc.edu/wp-content/uploads/2022/09/USC_StudentCode_August2022.pdf)

Academic Integrity

USC's Unifying Value of integrity is a foundational principle that inspires the community to match its values to its actions. Academic integrity is ultimately the sole guarantor of the legitimacy of one's education, and therefore, is vitally important not just for oneself, but for the entire USC community. The value of all USC degrees is negatively impacted by violations of academic integrity. In the classroom, general principles of academic integrity include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles.

Academic Integrity violations (academic dishonesty) include, but are not limited to:

Plagiarism and Cheating

- The submission of material authored by another person but represented as the student's own work, whether that material is paraphrased or copied in verbatim or near-verbatim form.
- Re-using any portion of one's own work (essay, term paper, project, or other assignment) previously submitted without citation of such and without permission of the instructor(s) involved.
- Improper acknowledgment of sources in essays or papers, including drafts. Also, all students involved in collaborative work (as permitted by the instructor) are expected to proofread the work and are responsible for all particulars of the final draft.
- Acquisition of academic work, such as term papers, solutions, or other assignments, from any source and the subsequent presentation of those materials as the student's own work, or providing academic work, such as term papers, solutions, or assignments that another student submits as their own work.
- Failure to disclose the use of generative artificial intelligence (AI) tools in completing assignments and assessments.

The USC Annenberg Public Relations and Advertising program views generative AI as an addition to USC's digital literacy tools that students are encouraged to experiment with and use inside and outside the classroom. ***Students may use generative AI tools such as Chat GPT to help complete their class assignments (unless instructed otherwise), but must disclose such use in the bibliography section.*** Students are solely responsible for the accuracy of their documents, regardless of whether they were completed with the aid of generative AI.

USC School of Journalism Policy on Academic Integrity

https://catalogue.usc.edu/preview_entity.php?catoid=16&ent_oid=3459

"Since its founding, the School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found plagiarizing, fabricating, cheating on examinations, and/or purchasing papers or other assignments faces sanctions ranging from an "F" on the assignment to dismissal from the School of Journalism."

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

Students and Disability Accommodations:

USC welcomes students with disabilities into all of the University's educational programs. The Office of Student Accessibility Services (OSAS) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial

appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. **This should be done as early in the semester as possible as accommodations are not retroactive.** More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Support Systems:

Counseling and Mental Health - (213) 740-9355 – 24/7 on call

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

988 Suicide and Crisis Lifeline - 988 for both calls and text messages – 24/7 on call

The 988 Suicide and Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States. The Lifeline is comprised of a national network of over 200 local crisis centers, combining custom local care and resources with national standards and best practices. The new, shorter phone number makes it easier for people to remember and access mental health crisis services (though the previous 1 (800) 273-8255 number will continue to function indefinitely) and represents a continued commitment to those in crisis.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-9355(WELL) – 24/7 on call

Free and confidential therapy services, workshops, and training for situations related to gender- and power-based harm (including sexual assault, intimate partner violence, and stalking).

Office for Equity, Equal Opportunity, and Title IX (EEO-TIX) - (213) 740-5086

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.

The Office of Student Accessibility Services (OSAS) - (213) 740-0776

OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

USC Campus Support and Intervention - (213) 740-0411

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity, Equity and Inclusion - (213) 740-2101

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-1200 – 24/7 on call

Non-emergency assistance or information.

Office of the Ombuds - (213) 821-9556 (UPC) / (323-442-0382 (HSC)

A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

Occupational Therapy Faculty Practice - (323) 442-2850 or otfp@med.usc.edu

Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.

Annenberg Student Success Fund

<https://annenberg.usc.edu/current-students/resources/annenberg-scholarships-and-awards>

The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

Annenberg Student Emergency Aid Fund

<https://annenberg.usc.edu/current-students/resources/annenberg-scholarships-and-awards>

Awards are distributed to students experiencing unforeseen circumstances and emergencies impacting their ability to pay tuition or cover everyday living expenses. These awards are not intended to cover full-tuition expenses, but rather serve as bridge funding to guarantee students' continued enrollment at USC until other resources, such as scholarships or loans, become available. Students are encouraged to provide as much information in their application, as well as contact their academic advisor directly with questions about additional resources available to them.

About Your Instructor

Stephany Villaseñor is Sr. Manager of Marketing & Communications of Corporate Social Responsibility at The Wonderful Company. Over the past eight years, she has explored a range of professional opportunities across public relations and communications including corporate, non-profit, agency, and governmental roles.

She launched her career in communications at Initiative supporting corporate clients like Hyundai/Kia and Carl's Jr. She has worked in-house supporting global communications efforts and employee communications at Herbalife Nutrition and conducted non-profit communications at the National Health Foundation (NHF) elevating NHF's role as a leader in addressing social inequities. She has worked in government communications having served as the Communications Deputy for LA County Board Supervisor Hilda L. Solis during the height of the COVID-19 pandemic prior to her latest role at The Wonderful Company.

In her spare time, Stephany is an avid moviegoer (proud movie club member!). Stephany holds an M.A. in Strategic Public Relations from USC Annenberg School of Communication and Journalism ('18), and a B.A. in Media Studies from UC Berkeley ('14).