

USC Annenberg

School for Communication
and Journalism

Executive Education

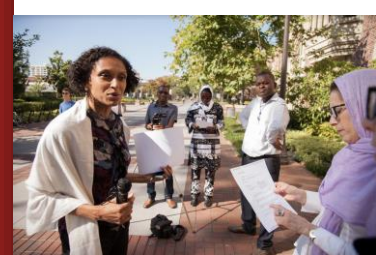


PROGRAM OVERVIEW

Located in Los Angeles, the Annenberg School for Communication & Journalism is consistently ranked NO.1 in Communications and Media Studies by QS World University rankings. It is a premier academic institution delivering the gold standard in communication, journalism, and entertainment worldwide. USC Annenberg's renowned expertise encompasses all aspects of media including: leadership, communication, journalism, public relations, public diplomacy, marketing, digital, television, film, mobile, music, sports, and social media. Its quality has been recognized by partners and clients including corporations like Disney, IBM and agencies like the U.S. State Department and the World Bank Group. Our executive education programs are taught by world-class faculty and recognized experts in their fields, combining high-level scholarship and practical experience. USC Annenberg offers global executives unparalleled access to the world's media, entertainment, and technology industries. Experience the Annenberg Advantage today.

Partnerships with Chinese organizations:

- **Academic Partners:** Shanghai Jiao Tong University, Fudan University's School of Journalism, Peking University, Communication University of China, and Chinese University of Hong Kong.
- **Media Partners:** We have provided executive education for senior level Chinese officials and media companies including the Shanghai Media Group (SMG), Jiangsu Broadcasting Corporation (JSBC), and Zhejiang Media Group (ZRTG).
- **Government Partners:** We partnered with the China Development Research Foundation over the last three years, and trained more than 100 high-level government officials.



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ANNENBERG ADVANTAGE

- Global Perspective: USC has a large number of international students and faculty members.
- Corporate Consultant: USC Annenberg is helping leading corporations, including IBM, Google, Warner Bros, Fox Broadcasting, DirecTV, Viacom, Havas, and Verizon navigate the rapidly changing media environment.
- Word-Class Faculty includes award-winning journalists, working professionals, consultants and cutting-edge scholars.
- Los Angeles: A place where innovation, media and business intersect. L.A. is a gateway to the imagination economy of Hollywood, the tech giants of Silicon Valley, and the Pacific Rim.
- Unique Global Partnerships: World Bank, London School of Economics, and Escola Superior de Propaganda e Marketing-Brazil.

FORMAT

Executive education programs include dynamic lectures, real-world case studies and interactive exercises with valuable feedback from instructors. Certificates are awarded at the end of each program.

WHO SHOULD ATTEND

The USC Annenberg Executive Education programs are developed for senior-level executives with significant management experience, senior media professionals as well as younger executives.

EXECUTIVE WORKSHOPS

- Strategic Communication
- Creativity and Innovation
- Communication Management
- Media Entrepreneurship
- Crisis Communication
- Transmedia Storytelling
- Digital Strategy
- Social Media
- Media Convergence
- Media Literacy
- Global Communication
- Digital Media Management

Customized workshops are taught in English and Mandarin and include onsite seminars led by major Hollywood studios, news organizations and entertainment companies.

FRIENDS & PARTNERS:



FACULTY & INSTRUCTORS



Willow Bay
Dean and Walter H. Annenberg Chair in Communication



Fred Cook
Director of the USC Center for Public Relations; Chairman of Golin



Shellee Smith
Executive Director of Annenberg Executive Education; Peabody, Dupont and Emmy award-winning communicator



Michael Parks
Professor; Pulitzer Prize-winning editor



Patricia Riley
Associate Professor, Director; Global Communication master's degree program



David Craig
Clinical Assistant Professor and Emmy-nominated producer



David Bishop
President of the David Bishop Group; Former President of Sony Pictures Home Entertainment

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安纳伯格高管培训项目

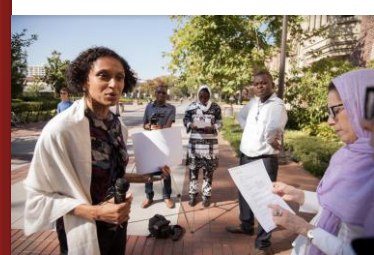


项目概述

南加州大学安纳伯格新闻与传播学院坐落于洛杉矶，是QS世界大学排名^{第一}的传媒类学术机构，是传媒、信息交流、新闻与娱乐教学的标杆。这里有诸多知名专业人士，遍布领导力培训、战略沟通、新闻传播、市场研究、公共关系、公共外交、数字媒体、电影电视、移动平台、社交媒体、音乐、体育等多个领域。安纳伯格的项目品质曾受到包括迪士尼、IBM、美国国务院、世界银行，中国国务院发展研究中心等多家合作伙伴与机构的高度认可。安纳伯格的高管培训项目由世界一流的师资以及行业内公认的专家共同授课，实现学术与实践的完美结合。我们在诸多项目中为合作对象提供定制化课程，并与世界各国高级管理人员和学者们一起打造出应对数字革命挑战的创新方案。

安纳伯格学院与中国合作关系:

- **学术合作伙伴:** 上海交通大学，复旦大学新闻学院，北京大学，中国传媒大学，香港中文大学。
- **媒体合作伙伴:** 上海广播电视台，上海文化广播影视集团 (SMG)，江苏广播电视总台 (Jiangsu Broadcasting Corporation)，浙江广播电视集团 (Zhejiang Media Group)。
- **政府合作伙伴:** 安纳伯格学院曾连续三年，与中国发展研究基金会合作，为上百位政府高层官员进行战略沟通培训。



项目优势

- 全球视野：南加州大学拥有大量国际学生和教授，在这里可以体验世界文化思想的交流与碰撞。
- 专业机构顾问：南加大安南伯格学院为龙头企业在迅速变化发展的媒体环境中提供指导。这些企业包括IBM, 谷歌 (Google), 华纳兄弟 (Warner Bros), 福克斯 (Fox Broadcasting), DirecTV, 维亚康姆 (Viacom), 哈维斯 (Havas), 以及Version等等。
- 世界一流师资：安纳伯格的师资包括学术前沿的学者，屡获殊荣的记者，以及实战经验丰富的业界专业人士。
- 传媒中心城市洛杉矶：洛杉矶是世界创新、媒体以及商业领域交汇的地方，是通往好莱坞传媒产业、硅谷科技产业、以及环太平洋产业的门户。
- 全球合作关系：安纳伯格的合作伙伴包括世界银行、伦敦政治经济学院、卢加诺大学、巴西广告及市场推广高级学校等。

授课形式

高管培训项目课程以讲座、案例分析、实地互动操作练习等方式授课。在此过程中，教师将给予学员及时、有价值的反馈。学员将在项目结束后获得结业证书。

目标人群

南加州大学安纳伯格高管培训项目针对的人群是有管理经验的高级管理人员，寻求晋升机会的年轻管理人才，以及高级职业媒体人。

核心课程

- 高管媒体素养
- 创新与创造
- 危机公关管理
- 数字传播战略
- 全球媒体机遇与挑战
- 媒体创业
- 融媒体
- 数字媒体经营
- 传媒与公关策略
- 传媒经营与管理
- 跨媒体叙事
- 社交媒体

此外，我们还为学员们定制实践课程，实地考察好莱坞制片厂、新闻机构、娱乐公司等。

合作伙伴



部分教职员工：



Willow Bay
安纳伯格新闻与传播学院院长



Fred Cook
南加州大学公共关系中心主任，高诚公关主席



Shellee Smith
高管教育部执行总监；皮博奖迪 (Peabody), 杜邦奖 (DuPont), 艾美奖获得者



Michael Parks
教授，普利策奖获得者



Patricia Riley
教授，全球传播硕士项目主任



David Craig
教授，艾美奖提名制片人



David Bishop
大卫毕尚集团总裁 前索尼娱乐总裁