**USC Influencer Class, Club Boosts Social Media Curriculum**

The University of Southern California is taking the lead on social media curriculum by offering Influencer Relations, a course that focuses on the influencing industry from the public relations side. Select USC students also have the opportunity to join Reach, a club for those interested in the serious pursuit of content creation, self-marketing and brand management in their careers.

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<https://www.nbcnews.com/news/us-news/big-gram-campus-usc-students-train-become-influencers-n1156881>

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