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Research · 2026

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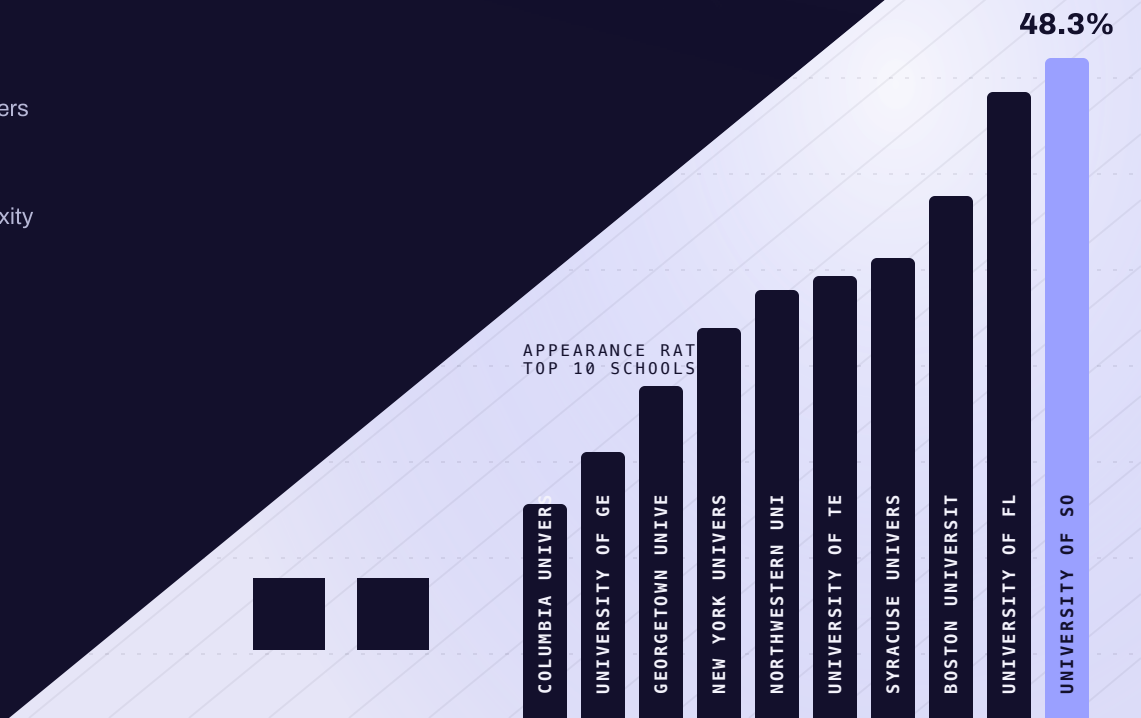
PR & MARKETING EDUCATION

Which universities AI engines name for PR and marketing
288 AI answers · October 28, 2026

Measured :
October 28, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 66 Google AI Overviews

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AT A GLANCE

USC and Florida lead. Boston University is also within the margin.

University of Southern California was the school that ChatGPT, Claude, Gemini and Perplexity named most often. University of Southern California appeared in 139 of 288 answers (48.3%) measured on October 28, 2026. University of Florida came next at 132 of 288 (45.8%). The two confidence intervals overlap, so the data cannot confirm that University of Southern California is ahead. University of Southern California was named first more often than any other school, in 58 of 288 answers. Google AI Overviews appeared on 66 of 66 searches (100%).

> Version 2. This version replaces the first version of this study, first published June 15, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

48.3%
of answers named University of Southern California, the most-named (139 of 288)

36
tracked schools named at least once (of 38)

100%
of Google searches showed an AI Overview (66 of 66)

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KEY FINDINGS

01 What the data shows

MOST NAMED

139/288 (48.3%)

University of Southern California appeared in 139 of 288 four-engine answers (CI 42.6–54%). University of Florida appeared in 132 of 288 (45.8%, CI 40.2–51.6%). The intervals overlap, so the two cannot be separated.

NAMED FIRST

58/288 (20.1%)

University of Southern California was the first school named in 58 of 288 answers, more than any other tracked school. Average first position: 2.2.

CLAUDE SKEW

17/72 (23.6%)

Claude named University of Illinois Urbana-Champaign in 17 of 72 answers. The other engines did so in 3 to 6 of 72.

AIO TRIGGER

66/66 (100%)

Google AI Overviews appeared on 66 of 66 searches (CI 94.5–100%).

AIO LEADER

26/66 (39.4%)

University of Texas at Austin was the school named most often in AI Overviews, at 26 of 66, followed by Syracuse University at 25 of 66 (37.9%). In the four-engine set, University of Texas at Austin was named in 93 of 288 answers (32.3%).

TOP DOMAIN

44/288 (15.3%)

collegefactual.com was cited in 44 of 288 grounded four-engine answers, with 96 of 2,485 citations (3.9%). everything-pr.com came second with 68 citations in 52 answers (18.1%).

OWN-SITE CITATIONS

79/288 (27.4%)

University of Southern California's own domains were cited in 79 of 288 grounded answers (27.4%), more than any other tracked name. University of Florida followed at 69 of 288. In Google AI Overviews, New York University's site was cited in 8 of 66 overviews. 5 tracked names had no own-site citation.

THE LEADERBOARD

02 Which schools AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.

	BRAND	RATE	NAMED IN
1	University of Southern California	48.3%	139/288
2	University of Florida	45.8%	132/288
3	Boston University	38.2%	110/288
4	Syracuse University	33.7%	97/288
5	University of Texas at Austin	32.3%	93/288
6	Northwestern University	31.3%	90/288
7	New York University	28.5%	82/288
8	Georgetown University	24.3%	70/288
9	University of Georgia	19.4%	56/288
10	Columbia University	15.6%	45/288
11	University of Pennsylvania	14.9%	43/288
12	University of Michigan	12.2%	35/288
13	DePaul University	10.8%	31/288
14	University of Illinois Urbana-Champaign	10.8%	31/288
15	University of Oregon	10.4%	30/288

THE LEADERBOARD

02 The full list

Own-domain citation is the share of 288 grounded answers that cited the official domains of each name (subdomains included). Citation share is of all 2,485 citations.

#	SCHOOL	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	University of Southern California	139/288	48.3%	42.6–54%	2.2	27.4% (79/288)	4.1%
2	University of Florida	132/288	45.8%	40.2–51.6%	3.8	24% (69/288)	2.8%
3	Boston University	110/288	38.2%	32.8–43.9%	3.6	14.9% (43/288)	2.1%
4	Syracuse University	97/288	33.7%	28.5–39.3%	2.8	7.6% (22/288)	1%
5	University of Texas at Austin	93/288	32.3%	27.2–37.9%	3.9	9% (26/288)	1.2%
6	Northwestern University	90/288	31.3%	26.2–36.8%	3.1	9% (26/288)	1%
7	New York University	82/288	28.5%	23.6–33.9%	4.2	12.5% (36/288)	1.6%
8	Georgetown University	70/288	24.3%	19.7–29.6%	4.2	9.7% (28/288)	1.1%
9	University of Georgia	56/288	19.4%	15.3–24.4%	6.3	3.1% (9/288)	0.4%
10	Columbia University	45/288	15.6%	11.9–20.3%	3.1	7.3% (21/288)	1%
11	University of Pennsylvania	43/288	14.9%	11.3–19.5%	2	3.8% (11/288)	0.5%
12	University of Michigan	35/288	12.2%	8.9–16.4%	3.7	1.4% (4/288)	0.2%
13	DePaul University	31/288	10.8%	7.7–14.9%	6	2.1% (6/288)	0.2%
14	University of Illinois Urbana-Champaign	31/288	10.8%	7.7–14.9%	5.5	1.7% (5/288)	0.2%
15	University of Oregon	30/288	10.4%	7.4–14.5%	3.4	9.7% (28/288)	1.4%
16	University of North Carolina at Chapel Hill	28/288	9.7%	6.8–13.7%	4.9	3.8% (11/288)	0.4%
17	American University	25/288	8.7%	5.9–12.5%	5.7	1.4% (4/288)	0.2%
18	Quinnipiac University	22/288	7.6%	5.1–11.3%	3.3	6.9% (20/288)	0.8%
19	Washington State University	22/288	7.6%	5.1–11.3%	4.4	3.8% (11/288)	0.6%
20	University of California, Los Angeles	21/288	7.3%	4.8–10.9%	4.5	2.8% (8/288)	0.4%
21	University of Missouri	21/288	7.3%	4.8–10.9%	5.8	0.7% (2/288)	0.1%
22	University of Alabama	20/288	6.9%	4.5–10.5%	5.4	3.8% (11/288)	0.5%
23	University of California, Berkeley	20/288	6.9%	4.5–10.5%	5.2	1% (3/288)	0.2%
24	Temple University	19/288	6.6%	4.3–10.1%	2.9	4.5% (13/288)	0.5%
25	University of Miami	19/288	6.6%	4.3–10.1%	4.9	6.3% (18/288)	0.7%

PROFILES

03 The top eight, side by side

RANK 1

University of Southern California

48%

139/288 answers · 95% CI 42.6–54%

2.2	27.4%	4.1%
first-mention position	owned-domain citation (79/288)	citation share

RANK 2

University of Florida

46%

132/288 answers · 95% CI 40.2–51.6%

3.8	24%	2.8%
first-mention position	owned-domain citation (69/288)	citation share

RANK 3

Boston University

38%

110/288 answers · 95% CI 32.8–43.9%

3.6	14.9%	2.1%
first-mention position	owned-domain citation (43/288)	citation share

RANK 4

Syracuse University

34%

97/288 answers · 95% CI 28.5–39.3%

2.8	7.6%	1%
first-mention position	owned-domain citation (22/288)	citation share

RANK 5

University of Texas at Austin

32%

93/288 answers · 95% CI 27.2–37.9%

3.9	9%	1.2%
first-mention position	owned-domain citation (26/288)	citation share

RANK 6

Northwestern University

31%

90/288 answers · 95% CI 26.2–36.8%

3.1	9%	1%
first-mention position	owned-domain citation (26/288)	citation share

RANK 7

New York University

28%

82/288 answers · 95% CI 23.6–33.9%

4.2	12.5%	1.6%
first-mention position	owned-domain citation (36/288)	citation share

RANK 8

Georgetown University

24%

70/288 answers · 95% CI 19.7–29.6%

4.2	9.7%	1.1%
first-mention position	owned-domain citation (28/288)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

Claude named University of Illinois Urbana-Champaign in 17 of 72 answers. The other engines did so in 3 to 6 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

University of Southern...	**55.6%**
University of Florida	**47.2%**
Boston University	**44.4%**
Syracuse University	**37.5%**
Northwestern University	**31.9%**
New York University	**31.9%**

Claude

72 ASKED | 72 RETURNED | 72 GROUNDED

University of Southern...	**55.6%**
University of Texas at Aus...	**44.4%**
Syracuse University	**41.7%**
Northwestern University	**40.3%**
Boston University	**38.9%**
University of Florida	**37.5%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

University of Southern...	**50%**
University of Florida	**44.4%**
Northwestern University	**36.1%**
New York University	**36.1%**
Syracuse University	**34.7%**
University of Texas at Aus...	**33.3%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

University of Florida	**54.2%**
Boston University	**37.5%**
University of Southern Ca...	**31.9%**
University of Texas at Aus...	**23.6%**
Syracuse University	**20.8%**
New York University	**20.8%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 66 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 66 = 354 answers.



TRIGGER RATE

Google AI Overviews appeared on 66 of 66 searches (100%, CI 94.5–100%). The other 0 searches showed no overview. Within the 66 overviews, University of Texas at Austin was named in 26 (39.4%), Syracuse University was named in 25 (37.9%), New York University was named in 25 (37.9%), University of Florida was named in 22 (33.3%). reddit.com was the most-cited source, with 15 citations and an appearance in 15 of 66 overviews.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	University of Southern California	44.6%	=
2	University of Florida	43.5%	=
3	Boston University	36.2%	=
4	Syracuse University	34.5%	=
5	University of Texas at Austin	33.6%	=
6	Northwestern University	31.6%	=
7	New York University	30.2%	=
8	Georgetown University	20.9%	=
9	University of Georgia	17.2%	=
10	Columbia University	14.7%	=

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

Syracuse University 100%

TIED WITH UNIVERSITY OF SOUTHERN CALIFORNIA, UNIVERSITY OF FLORIDA

University of Southern California	100%
University of Florida	100%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Syracuse University 100%

TIED WITH UNIVERSITY OF SOUTHERN CALIFORNIA, UNIVERSITY OF FLORIDA

University of Southern California	100%
University of Florida	100%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Boston University 75%

TIED WITH AMERICAN UNIVERSITY, COLUMBIA UNIVERSITY

American University	75%
Columbia University	75%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

University of Southern California 100%

University of Florida	75%
Georgetown University	75%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Northwestern University 100%

TIED WITH UNIVERSITY OF PENNSYLVANIA

University of Pennsylvania	100%
New York University	83.3%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

University of Pennsylvania 100%

TIED WITH UNIVERSITY OF MICHIGAN

University of Michigan	100%
University of Texas at Austin	91.7%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,485 citations in total. collegefactual.com was cited most often, with 96 citations (3.9%) across 44 answers. Next came everything-pr.com (68), bu.edu (52), en.wikipedia.org (52), mastersincommunications.org (52), research.com (52).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

everything-pr.com	**18.1%**
collegefactual.com	**15.3%**
bu.edu	**14.9%**
mastersincommunication...	**14.9%**
annenberg.usc.edu	**11.8%**
en.wikipedia.org	**11.5%**
5wpr.com	**9.4%**
research.com	**9%**
journalism.uoregon.edu	**8.3%**
usc.edu	**8.3%**

GOOGLE AI OVERVIEWS · SHARE OF 66 OVERVIEWS

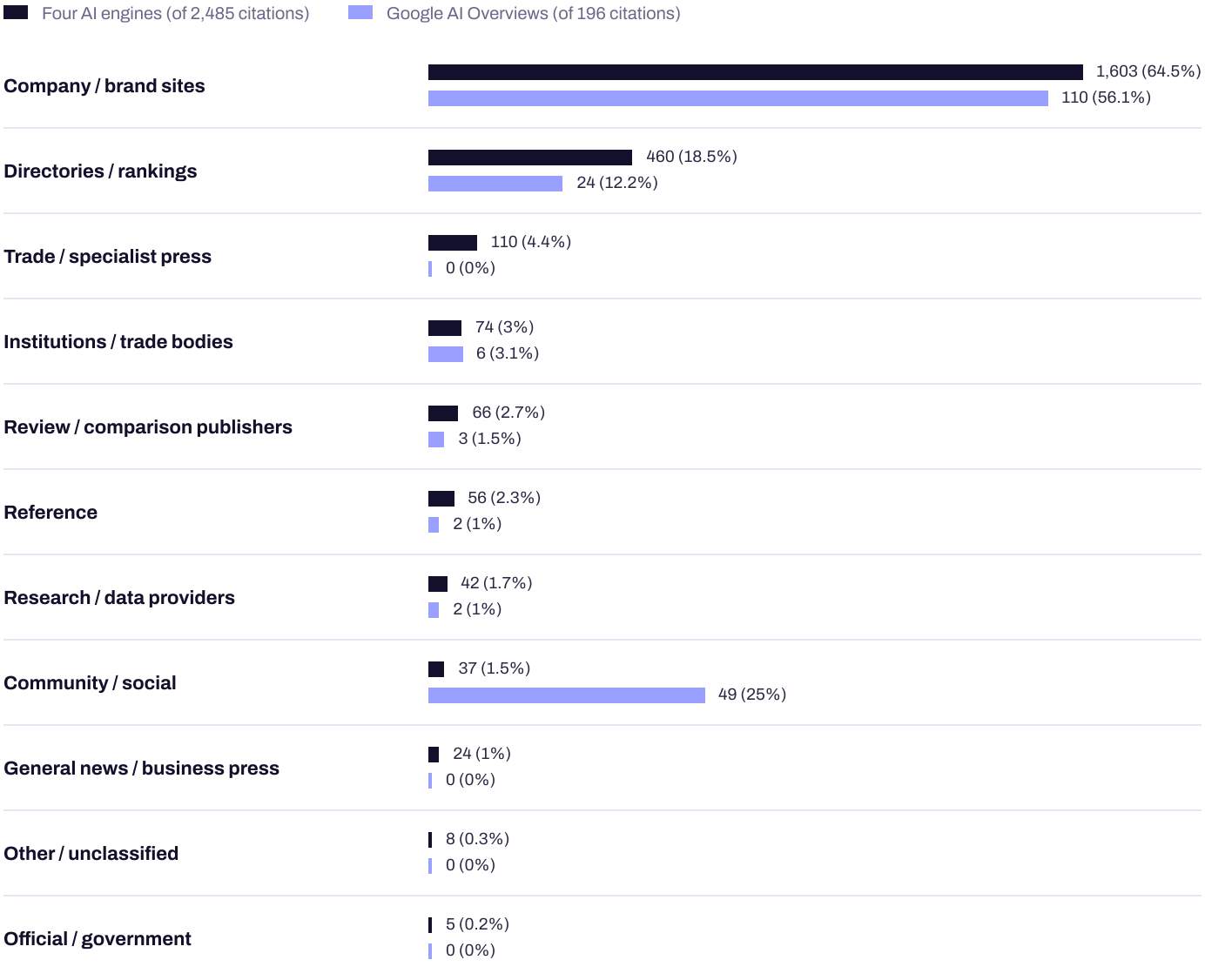
reddit.com	**22.7%**
quora.com	**13.6%**
youtube.com	**9.1%**
careervillage.org	**9.1%**
moody.utexas.edu	**9.1%**
sps.nyu.edu	**9.1%**
educations.com	**7.6%**
talk.collegeconfidential.c...	**6.1%**
collegeraptor.com	**6.1%**
facebook.com	**6.1%**

07

WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited. Source types were reclassified on October 29, 2026. 'Company / brand sites' now covers only the official sites of companies, brands and schools; publishers, directories, trade bodies and other sites have their own types, and sites that could not be placed are 'Other / unclassified'.



QUESTIONS PEOPLE ASK

08 What AI answers

Q1 Which school do AI engines name most often?

University of Southern California, named in 139 of 288 four-engine answers (48.3%, CI 42.6–54%). University of Florida was second at 132 of 288 (45.8%). The intervals overlap, so the two cannot be separated statistically.

Q2 Which school is named first most often?

University of Southern California was the first school named in 58 of 288 answers, with an average first position of 2.2.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 66 of 66 searches (100%, CI 94.5–100%). Within those 66 overviews, University of Texas at Austin was named most often, in 26 (39.4%).

Q4 Which sources do the engines cite?

Across 2,485 four-engine citations, collegefactual.com was cited most (96 citations, in 44 of 288 grounded answers), followed by everything-pr.com (68 citations).

Q5 Do the four engines agree?

Only in part. Claude named University of Illinois Urbana-Champaign in 17 of 72 answers, against 3 to 6 of 72 on the other engines. Claude named University of Texas at Austin in 32 of 72 answers, against 17 to 24 of 72 on the other engines.

METHODOLOGY

09 How this study was measured

24	×	3	×	4	=	288	+	66
questions		runs each		AI engines		answers		Google searches · 66 AI Overviews

24 questions, each asked 3 times on each engine, measured October 28, 2026. Market: United States, English. The destination site was not mentioned to any engine. Gemini answers were produced by gemini-3.6-flash; every Gemini answer in this report used that one model. All 72 Gemini answers had search sources. Schools count as named when they appear in the answer text; products and name variants roll up to the tracked name. Longer names take precedence over shorter overlapping ones, and common words count only in context. Unicode apostrophes and dashes are normalized.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	66	66 shown	66

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the school ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the school first appears (1 = first).
- Own-domain citation: grounded answers citing the school's domains ÷ grounded answers.
- Citation share: citations to the school's domains ÷ all citations.

LIMITATIONS

- Measured on one day, October 28, 2026. Each engine answered 24 questions 3 times. Answers came from each engine's API (model IDs above); the consumer apps can answer differently.
- Only 38 tracked schools were scored. Untracked names that appeared often were not scored, including Michigan State University (25), Ball State University (17), University of Wisconsin (14), Liberty University (14), University of Cincinnati (14).
- AI Overview figures are based on only 66 overviews, so estimates for individual schools are less precise than the four-engine figures.
- 6 Google searches could not be fetched by DataForSEO after three tries. They are excluded from the AI Overview figures, so the trigger rate uses 66 searches.
- Reports describe what the engines said, attributed to the engines. They make no judgement about the people or organizations named and are not legal or financial advice.
- Some answers were asked again on October 28, 2026 after a storage error. The earlier texts are kept in the evidence archive and are not used in the counts.
- One question, "USC Annenberg vs Syracuse Newhouse for public relations", names two schools, so those counts include up to 12 answers to it. Without it, the University of Florida moves just ahead of USC, and the two stay within the margin of error of each other.
- Intervals treat each answer as independent, so they understate uncertainty for the 24 repeated questions.
- Corrected October 29, 2026: own-domain citation now uses each name's official domains (subdomains included), listed in the evidence file entity_rollups.csv. Names without a resolvable official site count zero.

APPENDIX

A The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	What are the best colleges for public relations?	Studying PR & Marketing at US Universities	CORE QUESTION
02	Best universities for a PR degree in the US	Studying PR & Marketing at US Universities	CORE QUESTION
03	Best master's programs in strategic communication	Studying PR & Marketing at US Universities	CORE QUESTION
04	Best online master's in public relations	Studying PR & Marketing at US Universities	CORE QUESTION
05	Best business schools for marketing	Studying PR & Marketing at US Universities	CORE QUESTION
06	Best undergraduate marketing programs	Studying PR & Marketing at US Universities	CORE QUESTION
07	Is a PR degree worth it?	Studying PR & Marketing at US Universities	CORE QUESTION
08	Which journalism schools have the best PR programs?	Studying PR & Marketing at US Universities	CORE QUESTION
09	Best PR certificate programs for working professionals	Studying PR & Marketing at US Universities	CORE QUESTION
10	USC Annenberg vs Syracuse Newhouse for public relations	Studying PR & Marketing at US Universities	CORE QUESTION
11	Best colleges for advertising and PR	Studying PR & Marketing at US Universities	CORE QUESTION
12	Which universities offer AI courses for communications students?	Studying PR & Marketing at US Universities	CORE QUESTION
13	Which US universities offer undergraduate degrees specifically in public relations?	Studying PR & Marketing at US Universities	ADDED QUESTION
14	Which universities offer graduate strategic communication programs for working professionals?	Studying PR & Marketing at US Universities	ADDED QUESTION
15	Which US universities offer fully online public relations master's programs?	Studying PR & Marketing at US Universities	ADDED QUESTION
16	Which university PR programs include agency or client-based capstone projects?	Studying PR & Marketing at US Universities	ADDED QUESTION
17	Which public universities offer undergraduate PR and advertising programs?	Studying PR & Marketing at US Universities	ADDED QUESTION
18	Which US business schools offer marketing concentrations at the MBA level?	Studying PR & Marketing at US Universities	ADDED QUESTION
19	Which universities offer professional certificates in strategic communication?	Studying PR & Marketing at US Universities	ADDED QUESTION
20	Which university advertising programs operate student-run agencies?	Studying PR & Marketing at US Universities	ADDED QUESTION
21	Which universities publish curriculum details for communication analytics courses?	Studying PR & Marketing at US Universities	ADDED QUESTION
22	Which PR programs include courses on crisis communication?	Studying PR & Marketing at US Universities	ADDED QUESTION
23	Which regional universities offer PR degrees with internship requirements?	Studying PR & Marketing at US Universities	ADDED QUESTION
24	Which university marketing programs include consumer research and brand strategy courses?	Studying PR & Marketing at US Universities	ADDED QUESTION

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5W PUBLIC RELATIONS · RESEARCH

Studying PR & Marketing at US Universities

Measured October 28, 2026 across ChatGPT, Claude, Gemini, Perplexity and Google AI Overviews.

WEB
5wpr.com

RESEARCH
5wpr.com/research