Communication Studies: Public Relations Courses (COMM PR)

Courses

Introduction to theories, processes, and techniques involved in researching, planning, and implementing programs designed to influence public opinion and human behavior. Prerequisite(s): COMM 1000 (48C:001) or two-course equivalent (COMM 2256 (48C:011), COMM 2255 (48C:071), or COMM 2257 (48C:074); and COMM 2344 (48C:004) or COMM 1205 (48C:031)); ENGLISH 1005 (620:005). (Fall and Spring)

Credit for approved work in public relations (e.g., problems of campaign on campus or in the community). May be repeated for maximum of 2 hours. Prerequisite(s): consent of instructor. (Fall and Spring)

(Variable)

Study of integrated approaches in PR practices including use of advertisement, IMC, promotion, and event techniques for relationship building and understanding of public behaviors. Prerequisite(s): junior standing. (Spring)

Conceptualization and multi-media adaptation of copy for public relations campaigns. Prerequisite(s): COMM J 1755 (48J:007). (Fall and Spring)

COMM PR 3900/5900 (48P:197g). Internship in Public Relations — 1-6 hrs.
Students complete academic assignments in conjunction with intensive work in a specialized area on-site at an organization. May be repeated for maximum of 6 hours. Prerequisite(s): junior standing; internship coordinator approval. See the internship coordinator for additional departmental requirements. (Fall, Spring, Summer)

Credit for approved advanced work in public relations (e.g., problems of campaign on campus or in the community). May be repeated for maximum of 2 hours. Prerequisite(s): consent of instructor. (Fall and Spring)

Study of PR theories and academic research and application of theoretical understanding through analyses of recent PR cases. Prerequisite(s): senior standing or consent of instructor. (Fall and Spring)

COMM PR 4822/5822 (48P:170g). Global Public Relations — 3 hrs.
Examination of PR research and practices in diverse countries and transnational organizations. Development of PR professionalism and ethics in intercultural/international contexts. Prerequisite(s): junior standing. (Fall)

Analysis and production of public relations tools; techniques to gain reaction and support from specialized groups. Planning and preparation of public relations communications materials and use of controlled (public) media to reach target audiences. Prerequisite(s): COMM PR 1811 (48P:005); junior standing. (Fall and Spring)