

Communication and Media: Public Relations Courses (COMM PR)

Courses

COMM PR 1811 (48P:005). Principles of Public Relations — 3 hrs.

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) and ENGLISH 1005 (620:005) or ENGLISH 2015 (620:015) or ENGLISH 2120 (620:034) or the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010). (Fall and Spring)

COMM PR 1840 (48P:091). Applied Public Relations — 1 hr.

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)

COMM PR 3179 (48P:179). Cooperative Education — 1-6 hrs. (Variable)

COMM PR 3844/5844 (48P:184g). Public Relations: Integrated Communications — 3 hrs.

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. (Variable)

COMM PR 3855 (48P:173). Public Relations Writing — 3 hrs.

Conceptualization and multi-media adaptation of copy for public relations campaigns. Prerequisite(s): COMM DM 1620. (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)

COMM PR 3940 (48P:191). Advanced Applied Public Relations — 1 hr.

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)

COMM PR 4811/5811 (48P:188g). Public Relations: Cases and Studies — 3 hrs.

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. (Variable)

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. (Variable)

COMM PR 4855/5855 (48P:182g). Public Relations Campaign Methods — 3 hrs.

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. (Variable)

COMM PR 4856/5856. Public Relations Special Events Planning — 3 hrs.

Special events planning provides the opportunity to unite global human society through large and small events. Sustainable and environmentally responsible strategies will be discussed and implemented in various activities. Sustainable event leadership will be highlighted as a best practice. Prerequisite(s): junior standing. (Variable)

COMM PR 4857/5857. Crisis Communication — 3 hrs.

Crisis communication is a critical component to the successful operation of many organizations. Many organizations and individuals are forced to confront some type of crisis at some point in their lifetime. This course is interested in defining and discussing crisis communication strategies and theories that can help protect organizations faced with a crisis. This course studies crisis communication from a wide variety of perspectives including: public relations, leadership, media theory, and interpersonal communication. Prerequisite(s): junior standing. (Variable)

COMM PR 4858/5858. Sports Public Relations — 3 hrs.

Sports public relations is a management function that builds beneficial relationships with athletes, managers, media, stakeholders, fans, and constituencies. This course focuses on team, league and organizational management and the building of brand, corporate, media, and fan relationships through creative communications. Prerequisite(s): junior standing. (Variable)