IMC 391: Public Relations  
School of Journalism and New Media  

An introduction to the skills, theories, techniques, ethics, and goals of the public relations professions, emphasizing the role and importance of journalism skills in public relations communications.  

3 Credits  

Prerequisites  
- Jour 102 or IMC 205 with minimum grade of C.  
- Course may be repeated only once.  
- Pre-Requisite: 24 Earned Hours  

Instruction Type(s)  
- Lecture: Lecture for IMC 391  
- Lecture: Compressed Video for IMC 391  
- Lecture: Web-based Lecture for IMC 391  
- Lecture: WEB Washington Internship Experience  

Subject Areas  
- Public Relations, Advertising, and Applied Communication  
- Public Relations/Image Management  

Related Areas  
- Advertising  
- Technical and Scientific Communication