IMC 491: Public Relations Techniques  
School of Journalism and New Media  
Practical analysis and development of specialized communication approaches to achieve specific objectives on behalf of a client. Application of public relations techniques inside and outside the classroom.  
3 Credits  
Prerequisites  
- IMC 391: Public Relations (Minimum grade: C)  
- Course may be repeated only once.  
- Pre-Requisite: 24 Earned Hours  

Instruction Type(s)  
- Lecture: Lecture for IMC 491  
- Lecture: Web-based Lecture for IMC 491  

Subject Areas  
- Public Relations/Image Management  

Related Areas  
- Advertising  
- Public Relations, Advertising, and Applied Communication  
- Public Relations, Advertising, and Applied Communication, Other  
- Technical and Scientific Communication