# 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

**Subject Areas**
- Public Relations/Image Management

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