Jour 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.  

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

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

Related Areas  
• Advertising  
• Public Relations, Advertising, and Applied Communication  
• Public Relations/Image Management  
• Technical and Scientific Communication