Jour 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
• Jour 391: Public Relations (Minimum grade: C)
• Course may be repeated only once.
Instruction Type(s)
• Lecture: Lecture for Jour 491
Subject Areas
• Public Relations/Image Management
Related Areas
• Advertising
• Public Relations, Advertising, and Applied Communication
• Technical and Scientific Communication