Jour 492: Public Relations Case Problems
School of Journalism and New Media
Research, decision processes, and program design in addressing public relations problems at the management level. Application of public relations principles and techniques in programs of profit and nonprofit institutions. Role of mass media; ethical considerations.
3 Credits
Prerequisites
• Jour 391: Public Relations (Minimum grade: C)
• Course may be repeated only once.
Instruction Type(s)
• Lecture: Lecture for Jour 492
• Lecture: Compressed Video for Jour 492
• Lecture: Web-based Lecture for Jour 492
Subject Areas
• Public Relations/Image Management
Related Areas
• Advertising
• Public Relations, Advertising, and Applied Communication
• Technical and Scientific Communication