Jour 391: Public Relations

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