

## Jour 391: Public Relations JOURNALISM

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: Writing for the Media](#) (Minimum grade: C)
- Pre-Requisite: 24 Earned Hours

### Instruction Type(s)

- Lecture: Lecture for Jour 391

### Subject Areas

- [Public Relations, Advertising, and Applied Communication](#)
- [Public Relations/Image Management](#)

### Related Areas

- [Advertising](#)
- [Technical and Scientific Communication](#)

