

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: 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

- <u>Advertising</u>
- <u>Technical and Scientific Communication</u>

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