

## **Jour 492: Public Relations Case Problems**

### **SCHOOL OF JOURNALISM & 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)
- Pre-Requisite: 24 Earned Hours

#### **Instruction Type(s)**

- Lecture: Lecture for Jour 492

#### **Subject Areas**

- [Public Relations/Image Management](#)

#### **Related Areas**

- [Advertising](#)
- [International and Intercultural Communication](#)
- [Public Relations, Advertising, and Applied Communication](#)
- [Public Relations, Advertising, and Applied Communication, Other](#)
- [Technical and Scientific Communication](#)

