

## **Jour 391: Public Relations**

### **SCHOOL OF JOURNALISM & NEW MEDIA**

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: Introduction to Multimedia Writing](#) (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](#)
- [International and Intercultural Communication](#)
- [Public Relations, Advertising, and Applied Communication, Other](#)
- [Technical and Scientific Communication](#)

