

## **Jour 491: Public Relations Techniques**

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

Practical analysis and development of specialized communication approaches to achieve specific objectives on behalf of a client. Application of public relations techniques inside and outside the classroom.

3 Credits

### **Prerequisites**

- [Jour 391: Public Relations](#) (Minimum grade: C)
- Pre-Requisite: 24 Earned Hours
- Jour 271 or Jour 272

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

- Lecture: Lecture for Jour 491

### **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](#)

