

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

