

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

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

