

### 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

- IMC 205 or Jour 271 or Jour 272 with minimum grade of C
- Course may be repeated only once.
- Pre-Requisite: 24 Earned Hours

### Instruction Type(s)

- Lecture: Lecture for Jour 391
- Lecture: Compressed Video 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.

