

# Jour 491: Public Relations Techniques

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)
- Course may be repeated only once.
- Pre-Requisite: 24 Earned Hours

## 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
- <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.

