

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 or IMC 205 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
- Lecture: Web-based Lecture for Jour 391
- Lecture: WEB Washington Internship Experience

Subject Areas

- Public Relations, Advertising, and Applied Communication
- Public Relations/Image Management

Related Areas

- <u>Advertising</u>
- International and Intercultural Communication
- Public Relations, Advertising, and Applied Communication, Other
- <u>Technical and Scientific Communication</u>

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