

Jour 492: Public Relations Case Problems MEEK SCHOOL OF JOURNALISM & NEW MEDIA

Research, decision processes, and program design in addressing public relations problems at the management level. Application of public relations principles and techniques in programs of profit and nonprofit institutions. Role of mass media; ethical considerations.

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 492
- Lecture: Compressed Video for Jour 492
- Lecture: Web-based Lecture for Jour 492

Subject Areas

Public Relations/Image Management

Related Areas

- <u>Advertising</u>
- International and Intercultural Communication
- 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.

