

Jour 391: Public Relations

School of Journalism and 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

- [Advertising](#)
- [International and Intercultural Communication](#)
- [Public Relations, Advertising, and Applied Communication, Other](#)
- [Technical and Scientific Communication](#)

