

## **IMC 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 IMC 391
- Lecture: Compressed Video for IMC 391
- Lecture: Web-based Lecture for IMC 391
- Lecture: WEB Washington Internship Experience
- Lecture: Online Program for IMC 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](#)
- [Technical and Scientific Communication](#)

