

## 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](#)

