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  
- Public Relations, Advertising, and Applied Communication, Other  
- Technical and Scientific Communication