IMC 491: Public Relations Techniques

School of Journalism and New Media

Practical analysis and development of specialized communication approaches to achieve specific objectives on behalf of a client. Application of public relations techniques inside and outside the classroom.

3 Credits

Prerequisites

- IMC 391: Public Relations (Minimum grade: C)
- Course may be repeated only once.
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for IMC 491

Subject Areas

- Public Relations/Image Management

Related Areas

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