

## **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
- Lecture: Web-based Lecture for IMC 491

#### **Subject Areas**

- [Public Relations/Image Management](#)

#### **Related Areas**

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

