

## **IMC 492: Public Relations Case Problems**

### **School of Journalism and New Media**

Research, decision processes, and program design in addressing public relations problems at the management level. Application of public relations principles and techniques in programs of profit and nonprofit institutions. Role of mass media; ethical considerations.

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 492
- Lecture: Compressed Video for IMC 492
- Lecture: Web-based Lecture for IMC 492

#### **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](#)

