

PR 4210: Social Media for Strategic Communication

3 Credit Hours

Prerequisite: PR 3335 and must be a declared major in the School of Communication and Media. Non-majors: Permission of the School required.

Students learn theory and practice of social media in a professional, strategic communication setting, with an emphasis on the connection between traditional best practices and emerging techniques.

PR 4405: Digital Publication Design

3 Credit Hours

Prerequisite: COMM 2135 and must be a declared major in the School of Communication and Media. Non-majors: Permission of the School required.

This course explores digital publication design in the practice of public relations and strategic communication. In addition to principles of design, including the use of photography and graphics, students learn to prepare content and communicate strategic messages through coordination of text, images, and strategic design. Graphic design software and other online tools are used to develop an understanding of visual communication strategies and skills to create publications that raise awareness, affect attitudes, and influence behavior.

PR 4415: Topics in Public Relations

3 Credit Hours

Prerequisite: PR 3335 and must be a declared major in the School of Communication and Media. Non-majors: Permission of the School required.

This course offers theoretical and applied approaches to public relations strategies and tactics needed by public relations professionals. Students will learn media relations, social media and public relations, special events coordination, entertainment public relations, and ethics and public relations. Semester topics will vary. This course may be taken up to two times for a total of six credit hours as long as the course content differs each semester the course is taken.