

## **PR 4425: Media 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 examines the communication and relationship building skills required to be successful in media relations. Students will learn and practice techniques used in the professional practice of public relations, which may include writing on tight deadlines, monitoring trends, developing media opportunities, maintaining relationships with the media, crafting stories, and pitching news.

## **PR 4460: Crisis Communication**

### **3 Credit Hours**

*Prerequisite: COMM 3435 plus 60 credit hours and must be a declared major in the School of Communication and Media. Non-majors: Permission of the School required.*

PR 4460 provides students insights regarding key concepts, theoretical perspectives, essential skills and abilities, and critical thinking and problem solving skills necessary for effective crisis management within organizations. Topics include issues management, risk management, relationship management, crisis planning and preparation, case studies, and developing crisis management plans.

## **PR 4465: Public Relations Campaigns (Capstone)**

### **3 Credit Hours**

*Prerequisite: PR 3375 and COMM 3435 and 90+ hours and must be a declared major in the School of Communication and Media. Non-majors: Permission of the School required.*

This course is the study and application of the campaign planning process from inception to evaluation. The class functions as an agency, and student groups develop a strategic communication campaign plan for a campus or community organization.