

## **PR 4495: Public Relations Study Tour**

### **3 Credit Hours**

*Prerequisite: PR 3335 and 60+ credit hours and must be a declared major in the School of Communication and Media. Non-majors: Permission of the School required.*

This course offers students the opportunity to learn about integrated communications by visiting some of the nation's most well-known public relations agencies. Students will gain firsthand exposure to the wide range of services provided by the nation's top communication professionals. Students meet for an intensive one-week preparation class to better understand the structure and function of public relations; then the class will visit the agencies for a hands-on look at the communication process. Students will incur additional travel expenses, including the instructor's travel expenses.

## **PR 4605: Magazine Media**

### **3 Credit Hours**

*Prerequisite: PR 3375 or JOUR 3330 or PR 4405 and Approval of Application by Instructor; must be a declared major in the School of Communication & Media. Non-majors: Permission of the School required.*

This course provides students with a working knowledge of the processes involved in the development, preparation and distribution of a major multi-platform publication. Students are involved in all facets of the magazine publication, including research and information gathering, writing, editorial functions, photography, layout and design, and promotion and advertising.

## **PR 4670: Crisis Leadership Communication**

### **3 Credit Hours**

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

Leaders need communication skills and requisite knowledge to guide organizations through the tumultuous crises of the future. This course addresses numerous content areas, including: factors involved in decision-making under pressure; training and organizational skills in crisis management communication as a core competency; and leading in local and transboundary crises through an integrated approach for organizations with different decision-making structures, different resource commitments to crisis preparation and response, and different communication and cultural strategies.