

PR 3375: Public Relations Writing

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 practice in writing public relations applications, including news releases, public service announcements, and newsletter articles. Students create a portfolio of writing samples.

PR 3380: PR Strategies and Tactics

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 application of strategies and tactics used to achieve objectives of a public relations plan. Students learn and practice foundational skills and techniques used in the professional practice of public relations, such as developing effective communication strategies and tactics, media relations, media training, distribution of news and information, special events and the use of photos, graphics and video.

PR 3385: International 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 introduces students to the global perspective of public relations while emphasizing corporate and agency public relations. Students learn and apply concepts of planning, research and international or cultural communication in the field of public relations.

PR 3429: Persuasion Methods and Strategies

3 Credit Hours

Prerequisite: Must have earned at least 30 credit hours.

This course provides a study of the theories, methods, applications and implications of persuasion from the days of Aristotle to today's political and commercial arenas. The course explores the practice of changing attitudes and opinions via non-coercive means.