

Fall 2020 Course Descriptions as of 04/05/2020 08:13 PM

Information in Browse Course Catalog is subject to change. Information is term specific. Please refer to the appropriate term when searching for course content. Key to Course Descriptions may be found at: http://rcs.registrar.arizona.edu/course_descriptions_key.

Public Relations (PR)

PR 119: Public Speaking (3 units)

Description: This course is designed to help students become more comfortable with speaking in public, and to familiarize them with the theory-based, basic skills of public speaking. It will also help to increase students' communication, competence, and effectiveness, as well as improve capabilities in research, and critical thinking. This course will expose students to a variety of everyday speaking occasions.

Grading basis: Regular Grades

Career: Undergraduate

Course Components:	Discussion	May Be Offered
	Lecture	Required

Equivalent to: COMM 102

Also offered as: COMM 119

Course typically offered:

Main Campus: Fall, Spring

PR 201: Introduction to Public Relations (3 units)

Description: This is a fundamental course in public relations that is designed to offer students a broad overview of public relations as a field and help them to set up a solid foundation for upper level Public Relations courses. It's intended to develop in students a broad and basic understanding of public relations -- what it encompasses, its history and influences, and its practices and processes in the contemporary business world and in society at large. Ethical issues for public relations practitioners will be considered, as well as the impact of globalization and new technologies in this field, through examination of current events and case studies.

Grading basis: Regular Grades

Career: Undergraduate

Course Components:	Lecture	Required
---------------------------	---------	----------

Also offered as: COMM 201

Course typically offered:

Main Campus: Fall, Spring, Summer

Online Campus: Fall, Spring, Summer

Field trip: None

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

PR 202: Sports Public Relations (3 units)

Description: This course provides an overview of sport industry-specific communication, including public relations, media relations and community relations within the sports and entertainment industry. Students will learn some of the unique attributes of the culture of sport and how public relations can play such a critical role in shaping one's identity of self, team, individual sport, governing organization, and the overall sport culture. Students will learn how social media and traditional media have influenced the industry. This course will provide students the opportunity to identify and analyze current and relevant sport communication trends. Students will examine ways on how the history of sport has influenced today's sport culture and sport communication in relation to gender, race, ethnicity and sexual orientation. These sport narratives provide both challenges and opportunities for the sports PR practitioner.

Grading basis: Regular Grades

Career: Undergraduate

Course Components:

Course typically offered:

Main Campus: Fall, Spring, Summer

Online Campus: Fall, Spring, Summer

Field trip: None

PR 203: Nonprofit Public Relations (3 units)

Description: This course in an integrated approach to PR for the nonprofit sector, including strategic advocacy for these organizations and what makes nonprofit advocacy unique. This course will also examine this history and practices of various nonprofit organizations and how it has, in part, influenced the culture today. We will examine established norms with stakeholders in the community, such as media and corporate partnerships. Students will identify needs to a specific nonprofit and work through some of the PR issues and opportunities to better understand how to serve these organizations and their constituents.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Course typically offered:

Main Campus: Fall, Spring

Online Campus: Fall, Spring

Field trip: None

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

PR 204: Strategic Public Relations (3 units)

Description: This class introduces students to the strategic planning process required of public relations professionals in developing programs and campaigns. Students will learn how to develop, implement and evaluate effective strategies, with a focus on building and maintaining beneficial relationships with key stakeholders.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Course typically offered:

Main Campus: Fall, Spring

Online Campus: Fall, Spring

Field trip: None

PR 205: Public Relations Ethics (3 units)

Description: This class provides an overview of ethical theories and principles to develop a framework for ethical decision-making in the professional practice of public relations. The study of ethics helps identify the process public relations professionals use in order to make decisions about what course of action is the right one to take, and how to influence others to "do the right thing". Established codes of conduct and underlying ethical principles will be examined for their application to real, timely issues. This course provides students the opportunity to examine their own personal value system and compare it with the value systems inherent in what is conventionally described as ethical practice in public relations.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Course typically offered:

Main Campus: Fall, Spring

Online Campus: Fall, Spring

Field trip: None

PR 209: Introduction to Communication Technology (3 units)

Description: An overview of new communication technology and the process of adoption of new technologies in groups, organizations, and communities.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Also offered as: COMM 209

Course typically offered:

Main Campus: Fall, Spring

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

PR 313: Communication and Public Relations (3 units)

Description: Prepares students for achieving effective communication and relationships with various publics on behalf of organizations. Students will learn about the purpose and function of public relations and the theory and principles that guide its practice. The course provides a foundation for the understanding and practice of public relations from a communication perspective. Students will apply coursework to public relations projects and build a public relations portfolio.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Also offered as: COMM 313

Course typically offered:

Main Campus: Fall, Spring

PR 314: Creative Professional Communication (3 units)

Description: The discovery and development of effective creative communication for undergraduate students. The class includes an overview of creativity and communication strategies that relate to personal and professional situations. Learning modules include creative development, promotion techniques and skills as well as focus on establishing, maintaining and leading relationships through the integrated marketing communications process.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Also offered as: COMM 314

Course typically offered:

Main Campus: Fall, Spring

Student Engagement Activity: Professional Development

Student Engagement Competency: Professionalism

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

PR 317: Strategic Writing for Public Relations (3 units)

Description: This is an intensive course in public relations writing designed to expose students to professional-level strategic writing by focusing on communication objectives, techniques, styles and mechanics. Students will learn to write correctly and clearly in styles appropriate to the public relations profession, notably Associated Press (AP). Emphasis will be placed on learning to write in all public relations formats, including news releases, fact sheets, feature stories, blogs, pitch memos, media advisories, content, newsletters, brochures, broadcast scripts, backgrounders and others for real clients. Because most practitioners see writing as the foundation of professional public relations practice, the strong writing skills, writing for a "real" client and the online writing portfolio developed in class will definitely give students an edge in getting a great post-graduation job.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Course typically offered:

Main Campus: Fall, Spring

Student Engagement Activity: Professional Development

Student Engagement Competency: Innovation and Creativity

Writing Emphasis: Writing Emphasis Course

PR 318: Persuasion (3 units)

Description: Theories of Social Influence with particular attention to the means of changing attitudes and behaviors.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Also offered as: COMM 318

Course typically offered:

Main Campus: Fall, Spring

Recommendations and additional information: COMM 101, COMM 228, COMM 300. COMM 101 and COMM 228 must be completed with a minimum grade of C in each and a minimum GPA of 2.5 across the two courses.

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

PR 328: Public Relations Research Methods and Techniques (3 units)

Description: Understanding the role and practice of conducting and integrating research into public relations is a fundamental skill necessary for public relations practitioners, as it forms the basis for campaign development, monitoring, and evaluation. This course presents a broad overview of different research methodologies and techniques often used by public relations practitioners in their strategic planning, both the formative research that shapes a project or campaign, and the evaluative research that assess its outcomes and impact. The goal is to provide a conceptual and applied understanding of the important role that research plays in public relations and help students effectively use research methods in response to specific public relations issues.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Course typically offered:

Main Campus: Fall, Spring

Online Campus: Fall, Spring

Field trip: None

PR 393: Internship (1 - 5 units)

Description: Specialized work on an individual basis, consisting of training and practice in actual service in a technical, business, or governmental establishment.

Grading basis: Alternative Grading: S, P, F

Career: Undergraduate

Course Components: Independent Study Required

Repeatable: Course can be repeated a maximum of 99 times.

Also offered as: COMM 393

Course typically offered:

Main Campus: Fall, Spring, Summer

Recommendations and additional information: COMM 101, COMM 228, COMM 300, see advisor.

Student Engagement Activity: Professional Development

Student Engagement Competency: Professionalism

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

PR 421: Public Relations Campaigns (3 units)

Description: This course is designed to help students integrate and build upon what they have already learned in previous PR classes. This course allows students to apply PR and communication theories in a PR campaign planning project, where students serve as public relations "consultants". This course provides students the opportunity to create a comprehensive and integrated PR campaign for an actual "client". In addition to serving the "client" and our community, this course is designed to allow students to add to their professional writing portfolio and résumé for internship or job interviews.

Grading basis: Regular Grades

Career: Undergraduate

Course Components: Lecture Required

Course typically offered:

Main Campus: Fall, Spring

Online Campus: Fall, Spring

Field trip: None

PR 423: Crisis Communication and Public Relations (3 units)

Description: As unforeseen and unprecedented events occur, the role of the public relations practitioner in facing a crisis is of critical importance. People demand immediate information to explain and justify the actions of individuals, corporations, government entities and nonprofit organizations. At the same time, without thoughtful, careful responses a crisis can escalate with unfortunate results. This course will examine the specific strategies and actions to take before, during and after a crisis communication occurs, and review cases of successful and unsuccessful responses those in authority displayed in such instances. Readings and discussions will focus on case studies of historical and contemporary emergency situations and how the issues were handled, with close examination as to the role of public relations and its impact on the outcome.

Grading basis: Regular Grades

Career: Undergraduate

Course Components:	Lecture	Required
---------------------------	---------	----------

Course typically offered:

Main Campus: Fall, Spring

Online Campus: Fall, Spring

Field trip: None

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.

PR 493: Internship (1 - 5 units)

Description: Specialized work on an individual basis, consisting of training and practice in actual service in a technical, business, or governmental establishment.

Grading basis: Alternative Grading: S, P, F

Career: Undergraduate

Course Components: Independent Study Required

Repeatable: Course can be repeated a maximum of 99 times.

Also offered as: COMM 493

Course typically offered:

Main Campus: Fall, Spring, Summer

Recommendations and additional information: COMM 101, COMM 228, COMM 300, see advisor.

Student Engagement Activity: Professional Development

Student Engagement Competency: Professionalism

-SA represents a Student Abroad & Student Exchange offering

-CC represents a Correspondence Course offering

May Be Offered Departments may offer this component in some semesters. See the Schedule of Classes for term-specific offerings.