

PUBLIC RELATIONS

PR

Department of Advertising and Public Relations College of Communication Arts and Sciences

225 Writing for Public Relations

Fall, Spring, Summer. 3(3-0)

Theory and practice of preparing written business communications for public relations.

260 Principles of Public Relations

Fall, Spring, Summer. 3(3-0) SA: ADV 227, ADV 260

Role and function of public relations in society. History of the field. Roles of practitioners and understanding the unique professional areas within the field of public relations.

300 Public Relations Theory and Ethics

Fall, Spring, Summer. 3(3-0) P: ADV 260 or concurrently

Theories of public relations, persuasion, social media interaction and mass communication as they apply to public relations, audience analysis and application of social media strategies. Theories of ethics, ethical codes in public relations and the ethical challenges in this field.

305 Methods of Public Relations Inquiry

Fall, Spring, Summer. 3(3-0) P: (ADV 260 or concurrently) and (MTH 101 or MTH 102 or STT 200)

Nature and conduct of public relations inquiry. Formative research methods, data analytics and evaluative measures used for public relations campaign planning. Drawing samples, collecting and analyzing data, interpreting and reporting results.

310 Diversity, Equity, and Inclusion in Public Relations and Advertising

Fall, Spring, Summer. 3(3-0) P: ADV 260 or concurrently

Exploration of issues pertaining to diversity, equity and inclusion (DEI) as they impact the practice of public relations and advertising within the United States and globally. Effective cross-cultural communication practices.

320 Public Relations Storytelling for Digital, Video and Print

Fall, Spring, Summer. 3(3-0) P: PR 300 and PR 305 and PR 310 R: Open to students in the Public Relations major.

Theory and application of storytelling for corporate and public relations purposes in the digital environment. Examination of established and emerging digital and social media platforms. Content creation for public relations purposes in established and emerging digital and social media platforms.

325 Intermediate Social Media and Public Relations Techniques

Fall, Spring, Summer. 3(3-0) P: (COM 300 or STT 200 or STT 201) or (PR 300 and PR 305 and PR 310) R: Open to students in the Public Relations Minor or in the Public Relations major. SA: ADV 325

Production of social media and public relations messages to achieve strategic organizational communication objectives. Techniques for measuring success. Development of public relations portfolio.

330 Social Media Management

Fall, Spring. 3(3-0) RB: Familiarity with public relations, advertising, marketing and/or strategic communication concepts. R: Not open to freshmen.

Strategies and tactics for social media in public relations and advertising. Identifying appropriate social media and digital platforms; planning and implementing strategic organizational communication programs; measuring success.

335 Advanced Social Media and Public Relations Techniques

Fall, Spring, Summer. 3(3-0) P: PR 300 and PR 305 and PR 310 and PR 325 R: Open to students in the Public Relations Minor or in the Public Relations major.

Advanced production of written, social media and video public relations messages to achieve strategic organizational communication objectives. Techniques for measuring success. Refinement of public relations portfolio.

425 Public Relations Strategy and Ethics in a Digital World

Fall, Spring, Summer. 3(3-0) P: (COM 300 or STT 200 or STT 201) or (PR 300 and PR 305 and PR 310) R: Open to students in the Public Relations Minor or in the Public Relations major. SA: ADV 425

Strategic planning and ethical considerations in public relations, social media and digital media.

485 Integrated Public Relations Campaigns (W)

Fall, Spring, Summer. 3(3-0) P: (PR 300 and PR 305 and PR 310 and PR 320 and PR 335 and PR 325 and PR 425) and completion of Tier I writing requirement R: Open to students in the Public Relations major.

Development of public relations campaigns for clients. Relationship-building, creative, social media and digital marketing communication elements.

492 Special Topics in Public Relations

Fall, Spring, Summer. 1 to 8 credits. A student may earn a maximum of 9 credits in all enrollments for this course. RB: ADV 260 and ADV 225 R: Open to students in the Public Relations major.

Varied topics pertaining to the study of public relations processes. Not open to freshmen.

493 Public Relations Internship

Fall, Spring, Summer. 1 to 15 credits. A student may earn a maximum of 15 credits in all enrollments for this course. RB: PR 300 and PR 305 and PR 310 R: Open to students in the Public Relations major. Approval of department.

Supervised public relations experience in a professional environment, under faculty supervision.

494 Public Relations Research Experience

Fall, Spring, Summer. 1 to 15 credits. A student may earn a maximum of 15 credits in all enrollments for this course. P: PR 300 and PR 305 and PR 310 R: Open to students in the Public Relations major. Approval of department.

Research experiences in various fields of emphasis in public relations under faculty supervision.