

PUBLIC RELATIONS (PR)

Courses primarily for undergraduates:

PR 2200: Principles of Public Relations

Credits: 3. Contact Hours: Lecture 3.

Introduction to public relations in business, government and non-profit organizations; functions, processes, and management; ethics, public opinion and theory.

PR 3010: Research and Strategic Planning for Advertising and Public Relations

(Cross-listed with ADVRT 3010).

Credits: 3. Contact Hours: Lecture 3.

Prereq: ADVRT 2300 or PR 2200

The use of primary and secondary research for situations, organizations and the public. Formation and development of strategic plans for public relations and advertising students.

PR 3050: Publicity Methods

Credits: 3. Contact Hours: Lecture 3.

Prereq: ENGL 2500; *Sophomore classification*

Communication and publicity fundamentals and the use of media for publicity purposes. Not available to Greenlee School majors.

PR 3210: Public Relations Writing

Credits: 3.

Prereq: JLMC 1100; *Minimum of C+ in JLMC 2010; ADVRT 3010/PR 3010*

Developing and writing public relations materials with an emphasis on media relations and news. Techniques addressed include media kits, brochures, newsletters, digital media and speeches.

PR 3240: Brand Storytelling

Credits: 3. Contact Hours: Lecture 3.

Prerequisite: JLMC 2010

Combining critical journalism skills with persuasive tactics of public relations and advertising to tell inspiring brand stories. Introduction to transmedia storytelling that tells compelling stories shared with and by diverse audiences. (Typically Offered: Fall, Spring)

PR 3900: Professional Skills Development

(Cross-listed with ADVRT 3900/ JLMC 3900).

Credits: 1-3. Repeatable, maximum of 6 credits.

Prereq: (Minimum of C+ in JLMC 2010; JLMC major or ADVRT major or PR major) and *Permission of Instructor*

Check with Greenlee School for course availability. (Typically Offered: Fall, Spring)

PR 3910: Short Course Intensive

(Cross-listed with ADVRT 3910/ JLMC 3910).

Credits: 1. Contact Hours: Lecture 1.

Repeatable, maximum of 6 credits.

Focused short courses on timely concepts. Check with Greenlee School for course availability. Offered on a satisfactory-fail basis only.

PR 4200: Crisis Communication

Credits: 3. Contact Hours: Lecture 3.

Prereq: PR 2200

Public relations strategies and tactics for crisis situations to protect and recover an organization's reputation: public behavior in crisis, crisis assessment, crisis communication plan, media training for leaders and spokespersons, apology strategy, corporate social responsibility, rumor in social media and reputation management.

PR 4240: Public Relations Campaigns

Credits: 3. Contact Hours: Lecture 3.

Prereq: ADVRT 3010 or PR 3010; *minimum of C+ in PR 3210*

Developing public relations and public information campaigns for business and social institutions.

PR 4730: Social Media Strategy

(Cross-listed with JLMC 4730/ ADVRT 4730).

Credits: 3. Contact Hours: Lecture 3.

Prereq: *Sophomore classification*

The strategic use of social media, from both an advertising and public relationship standpoint, to the advantage of a client or organization. Examination and analysis of the social media space from a business perspective. Best practices in the areas of strategic planning, tactical execution, and measurement of social media platforms. (Typically Offered: Fall, Spring)

PR 4900: Independent Study in Communication

Credits: 1-30. Repeatable.

Prereq: *Junior standing or Permission of Instructor*

Projects during which students may study problems associated with a medium, a professional specialization, a philosophical or practical concern, a reportorial method or writing technique, or a special topic in their field. Credit is not given for working on student or professional media without an accompanying research component. Contract with supervising professor required. Graduation Restriction: No more than 3 credits of ADVRT/JLMC/PR 4900 may be used toward a degree in the Greenlee School.

PR 4970: Special Topics in Communication

(Cross-listed with JLMC 4970/ ADVRT 4970).

Credits: 1-3. Contact Hours: Lecture 3.

Repeatable, maximum of 6 credits.

Prereq: Junior classification

Seminars or one-time classes on topics of relevance to students in communication. See Schedule of Classes for topics.

PR 4990A: Professional Media Internship: Required

Credits: 3.

Prereq: ([JLMC major; JLMC 1100; minimum of C+ in JLMC 3020 or JLMC 3030] or [ADVRT major; JLMC 1100; ADVRT 3010 or PR 3010; minimum of C+ in JLMC 2010] or [PR major; JLMC 1100; ADVRT 3010 or PR 3010; minimum of C+ in PR 3210]); Advisor Approval

Initial, required internship. A 4000-hour (for 3 credits) internship in the student's specialization. Assessment based on employer evaluations, student reports and faculty reviews. Available only to Greenlee School majors. Offered on a satisfactory-fail basis only. (Typically Offered: Fall, Spring, Summer)

PR 4990B: Professional Media Internship: Optional

Credits: 1-3.

Prereq: ([JLMC major; JLMC 1100; minimum of C+ in JLMC 3020 or JLMC 3030] or [ADVRT major; JLMC 1100; ADVRT 3010 or PR 3010; minimum of C+ in JLMC 2010] or [PR major; JLMC 1100; ADVRT 3010 or PR 3010; minimum of C+ in PR 3210]); Advisor Approval

Optional internship in the student's specialization. Assessment based on employer evaluations, student reports and faculty reviews. Available only to Greenlee School majors. Offered on a satisfactory-fail basis only. (Typically Offered: Fall, Spring, Summer)