

# PUBLIC RELATIONS (P R)

Courses primarily for undergraduates:

## P R 220: Principles of Public Relations

(3-0) Cr. 3.

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

## P R 301: Research and Strategic Planning for Advertising and Public Relations

(Cross-listed with ADVRT). (3-0) Cr. 3.

*Prereq: ADVRT 230 or P R 220*

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.

## P R 305: Publicity Methods

(3-0) Cr. 3.

*Prereq: ENGL 250, Sophomore classification*

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

## P R 321: Public Relations Writing

(2-2) Cr. 3.

*Prereq: JL MC 110 and minimum of C+ in JL MC 201; ADVRT/P R 301 credit or concurrent enrollment.*

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.

## P R 390: Professional Skills Development

(Cross-listed with ADVRT, JL MC). Cr. 1-3. Repeatable, maximum of 6 credits. F.S.

*Prereq: Minimum of C+ in JL MC 201; other vary by topic. Instructor permission for non-majors.*

Check with Greenlee School for course availability.

## P R 420: Crisis Communication

(3-0) Cr. 3.

*Prereq: P R 220*

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.

## P R 424: Public Relations Campaigns

(3-0) Cr. 3.

*Prereq: Minimum of C+ in P R 321; ADVRT/P R 301.*

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

## P R 490: Independent Study in Communication

Cr. arr.

*Prereq: Junior classification and contract with supervising professor to register.*

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. No more than 3 credits of ADVRT/JLMC/PR 490 may be used toward a degree in the Greenlee School.

## P R 497: Special Topics in Communication

(Cross-listed with ADVRT, JL MC). Cr. 1-3. Repeatable, maximum of 6 credits.

*Prereq: Junior classification. See Schedule of Classes for possible pre-requisites.*

Seminars or one-time classes on topics of relevance to students in communication.

## P R 499: Professional Media Internship

Cr. 1-3. F.S.SS.

*Prereq: JL MC majors: JL MC 110 and minimum of C+ in JL MC 202 or JL MC 206 or P R 321; ADVRT majors: JL MC 110 and minimum of C+ in JL MC 201 and ADVRT 301; P R majors: JL MC 110, PR 301 and minimum of C+ in P R 321. All students, formal faculty adviser approval.*

Required of all Greenlee School majors. A 400-hour (for 3 credits) internship in the student's journalism and mass communication or advertising or public relations specialization. Assessment based on employer evaluations, student reports and faculty reviews. Available only to Greenlee School majors. Offered on a satisfactory-fail basis only.

## P R 499A: Professional Media Internship: Required

Cr. 3. F.S.SS.

*Prereq: JL MC majors: JLMC 110 and minimum of C+ in JL MC 302 or JL MC 306; ADVRT majors: JLMC 110 and minimum of C+ in JL MC 201 and ADVRT 301; P R majors: JLMC 110, PR 301 and minimum of C+ in P R 321. All students, formal faculty adviser approval.*

Initial, required internship. A 400-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.

**P R 499B: Professional Media Internship: Optional**

Cr. 1-3. F.S.SS.

*Prereq: JL MC majors: JLMC 110 and minimum of C+ in JL MC 302 or JL MC 306; ADVRT majors: JLMC 110 and minimum of C+ in JL MC 201 and ADVRT 301; P R majors: JLMC 110, PR 301 and minimum of C+ in P R 321. All students, formal faculty adviser 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.