

PUBLIC RELATIONS (P R)

Any experimental courses offered by P R can be found at:

registrar.iastate.edu/faculty-staff/courses/explistsings/ (<http://www.registrar.iastate.edu/faculty-staff/courses/explistsings/>)

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: Credit or concurrent enrollment in ADVRT 301 or P R 301; JL MC 110; minimum of C+ in JL MC 201

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 324: Brand Storytelling

(3-0) Cr. 3. F.S.

Prereq: JL MC 201

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.

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 391: Short Course Intensive

(Cross-listed with ADVRT, JL MC). Cr. 1-3. 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.

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: ADVRT 301 or P R 301; minimum of C+ in P R 321

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

P R 473: Social Media Strategy

(Cross-listed with ADVRT, JL MC). (3-0) Cr. 3. F.S.

Prereq: Junior 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.

P R 490: Independent Study in Communication

Cr. arr.

Prereq: Junior classification; 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. 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

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

P R 499: Professional Media Internship

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

Prereq: ([JL MC major; JL MC 110; minimum of C+ in JL MC 302 or JL MC 303] or [ADV RT majors; JL MC 110; ADV RT 301 or P R 301; minimum of C+ in JL MC 201] or [P R major; JL MC 110; ADV RT 301 or P R 301; minimum of C + in P R 321]); Advisor Approval

See ADV RT/JL MC/P R 499A or 499B. Offered on a satisfactory-fail basis only.

P R 499A: Professional Media Internship: Required

Cr. 3. F.S.SS.

Prereq: ([JL MC major; JL MC 110; minimum of C+ in JL MC 302 or JL MC 303] or [ADV RT majors; JL MC 110; ADV RT 301 or P R 301; minimum of C+ in JL MC 201] or [P R major; JL MC 110; ADV RT 301 or P R 301; minimum of C + in P R 321]); Advisor 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 major; JL MC 110; minimum of C+ in JL MC 302 or JL MC 303] or [ADV RT majors; JL MC 110; ADV RT 301 or P R 301; minimum of C+ in JL MC 201] or [P R major; JL MC 110; ADV RT 301 or P R 301; minimum of C + in P R 321]); 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.