

PUBLIC RELATIONS (PR)

PR 521 Public Relations in Recreation and Sport 3 Hours

Specialized application of effective communication techniques for building relationships with internal and external constituencies that support marketing from the general practice of public relations.

Equivalent(s): RSA 521

Recent Term(s) Offered: None

PR 543 Strategic Public Relations Writing for Sport 3 Hours

Addresses public relations writing and multimedia distribution requirements for reaching a variety of sport audiences in today's digital age.

Prerequisite(s): RSA 521

Recent Term(s) Offered: spring 2021; summer 2022; summer 2023

PR 547 Issues in Sport Media Relations 3 Hours

Provides a strategic framework for understanding sport information management and preparation by focusing on the relationship among sport organizations, spokespeople and media.

Prerequisite(s): RSA 521

Recent Term(s) Offered: summer 2021; summer 2022