

# PUBLIC RELATIONS (PR)

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## **PR 255 Fundamentals of Public Relations 3 Hours**

Introduction to principles, practices and theory of public relations. Provides basic understanding of role played by PR in society; historical, ethical and sociological foundations of PR; and tasks and functions performed in organizations by those responsible for managing and implementing PR activities. **Colonnade/Statewide General Education Code E-SB | SB**

*Recent Term(s) Offered: spring 2020; summer 2020; fall 2020; spring 2021; summer 2021; fall 2021; spring 2022; summer 2022; fall 2022*

## **PR 321 Communications Analytics in Public Relations and Advertising 3 Hours**

Introduction to practical application of the platforms, tools, data sources, and distribution channels of communications analytics in public relations and advertising.

**Prerequisite(s):** PR 255 or AD 240 or COMM 212 or permission of instructor

**Equivalent(s):** AD 321, COMM 321

*Recent Term(s) Offered: spring 2021; spring 2022; fall 2022*

## **PR 350 Legal and Ethical Foundations of Strategic Communication 3 Hours**

Study of the interconnecting legal and ethical responsibilities relevant to those in public relations, advertising, and related communication contexts.

*Recent Term(s) Offered: spring 2020; spring 2021; fall 2021; spring 2022; fall 2022*

## **PR 354 International Public Relations 3 Hours**

Issues and processes relating to the practice of international public relations, including international public relations campaign and business styles.

**Restriction(s):** Enrollment limited to students with a semester level of Academy Junior, Academy Senior, Freshman or Sophomore.

Enrollment is limited to students in Corp. Organ. Communication (522), International Affairs (702), News/Editorial Journalism (716), Mass Communication (725), Broadcasting (726), Advertising (727), Photojournalism (750) or Public Relations (763)

*Recent Term(s) Offered: fall 2020; fall 2021; fall 2022*

## **PR 356 Digital Tactics in Public Relations 3 Hours**

Examines the strategic use of digital and social media platforms and tools for public relations purposes with an emphasis on hands-on experience and skill. Lecture and lab. Note: Permission of instructor.

**Prerequisite(s):** PR 255 with a minimum grade of C and JOUR 202 with a minimum grade of C

**Course Fee:** \$45

*Recent Term(s) Offered: fall 2020; fall 2021; fall 2022*

## **PR 358 Public Relations Writing and Production 3 Hours**

Writing and production of print and electronic messages to achieve organizational objectives. Includes writing styles appropriate for various media and publication design strategies to achieve public relations goals. Note: Permission of instructor.

**Prerequisite(s):** PR 255 with a minimum grade of C and JOUR 202 with a minimum grade of C

**Restriction(s):** Enrollment is limited to students in Public Relations (763)

**Course Fee:** \$75

*Recent Term(s) Offered: spring 2020; spring 2021; spring 2022*

## **PR 400 Special Topics in Public Relations 3 Hours** (repeatable max of 6 hrs)

Various public relations topics not covered specifically in the curriculum. Note: Permission of instructor.

**Prerequisite(s):** (COMM 200 with a minimum grade of C or ENG 300 with a minimum grade of C)

**Restriction(s):** Students with a semester level of Freshman may **not** enroll.

*Recent Term(s) Offered: fall 2022*

## **PR 415 Study Abroad in Public Relations 3 Hours** (repeatable max of 6 hrs)

Public relations and culture in international and cross-cultural locations. Repeatable once for a total of 6 hours.

*Recent Term(s) Offered: summer 2022*

## **PR 454 Public Relations Strategy and Planning 3 Hours**

Course in conceptualizing, managing, monitoring and implementing specialized programs. Practical guidance and experience in applying logic, implementation and evaluation and development of PR case studies. Actual clients are often used. Note: Permission of instructor.

**Prerequisite(s):** (AD 300 with a minimum grade of C or COMM 300 with a minimum grade of C or PS 301 with a minimum grade of C or SOCL 302 with a minimum grade of C) and (PR 356 with a minimum grade of C or PR 358 with a minimum grade of C)

**Course Fee:** \$75

*Recent Term(s) Offered: fall 2020; fall 2021; fall 2022*

## **PR 456 Public Relations Management 3 Hours**

Advanced course in conceptualizing, managing, monitoring and implementing specialized commercial and social programs for corporate, service and government institutions. This capstone PR course involves interaction with actual clients. Note: Permission of instructor.

**Prerequisite(s):** PR 454 with a minimum grade of C

**Restriction(s):** Enrollment is limited to students in Public Relations (763)

**Course Fee:** \$45

*Recent Term(s) Offered: spring 2020; spring 2021; spring 2022*

## **PR 489 PR Internship or Practicum 3 Hours** (repeatable max of 6 hrs)

Prerequisite(s): Permission of instructor. For Public Relations majors only. Professional-quality experience outside or inside the University for a fixed period of time. Follow-up with consist student reports and employer evaluation. Open only to Public Relations majors. Course will be repeatable one for credit (only 3 hours will count for credit toward major).

**Restriction(s):** Enrollment limited to students with a semester level of Junior or Senior.

Enrollment is limited to students in Public Relations (763)

*Recent Term(s) Offered: spring 2020; summer 2020; fall 2020; spring 2021; summer 2021; fall 2021; summer 2022; fall 2022*

## **PR 495 Study in Public Relations 1-6 Hours**

Develops directed research in Public Relations. Students must submit a written petition for faculty approval of the study in the semester prior to enrolling. Note: Permission of instructor.

**Prerequisite(s):** COMM 200 with a minimum grade of C

*Recent Term(s) Offered: None*