

COM 8301: Strategic Public Relations

The course explores the foundation of public relations, including history/evolution, media relations, client relationships, working with management, ethical counsel and crisis communication, as well as core concepts in PR writing. Students also engage PR planning skills, such as creating appropriate, goal-driven strategies and tactics, while taking on a client and presenting a PR plan for review and critique.

Credits: 3.0

Prerequisites:

(COM 8008 :Y and COM 8100 :Y) and (COM 8001 :Y or COM 8002 :Y)

Program: [Communication](#)