

COM 8208: Public Communication Campaigns

This course explores a variety of public communication campaigns and case studies in the field of public relations including examples in media relations, crisis communication and planning. Following the review of cases, student teams are created and spend the remainder of the semester developing a professional communication campaign for a client. The final project is a presentation of this overall public relations plan.

Credits: 3.0

Prerequisites:

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

Program: Communication