

Course:

COMM 232 Public Relations

3 hours

Majors, Minors & Degrees:

Majors

Communication (B.A., B.S.)

Political Communication (B.A., B.S.)

Majors (Adult)

Bachelor of Science in Organizational Communication

Minors

Communication

Marketing

Departments/Programs:

Communication Studies

Organizational Communication (Adult Undergraduate)

A study of the nature of public relations, the persons involved, its relationship to public opinion, and the channels of communication that are used.

Prerequisite(s): Junior standing and COMM 155 Mass Media or permission of the instructor.

(Normally offered each semester.)