

**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.*