

Nebraska Wesleyan University

Catalog 2013-2014

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)

The course in Public Relations is a study of the nature of public relations, the persons involved, its relationship to public opinion, and the channels communication that are used. Special attention is given to the application of public relations strategies for particular events or organizations.