Nebraska Wesleyan University

COMM 232 Public Relations

Catalog

2013-2014

Course Description

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.

Course Hours

3 hours

Departments

1. Communication Studies
2. Organizational Communication (Adult Undergraduate)