

## 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.