

Course:

COMM 3300 Public Relations

3 hours

Majors, Minors & Degrees:

Majors

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

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

Minors

Communication

Marketing

Certificates

Marketing Minor (18 hours)

Departments/Programs:

Communication Studies

Organizational Leadership and 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 of communication that are used. Special attention is given to the application of public relations strategies for particular events or organizations.

Prerequisite(s): Junior standing or permission of the instructor.

(Normally offered each semester.)