Nebraska Wesleyan University

COMM 3300 Public Relations

Catalog

2015-2016

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 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.)

Course Hours

3 hours

Departments

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