Nebraska Wesleyan University

COMM 3300 Public Relations

Catalog

2017-2018

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.
(Normally offered each semester.)

Archway Curriculum: Integrative Core: UC Leadership Thread

Course Hours

3 hours

Departments

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