

Course:

COMM 3300 Public Relations

3 hours

Majors, Minors & Degrees:

Majors

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

Public Health (B.S.)

Minors

Communication Studies

Marketing

Public Health

Departments/Programs:

Communication Studies

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.)