

**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.)