

# Jour 491: Public Relations Techniques

Practical analysis and development of specialized communication approaches to achieve specific objectives on behalf of a client. Application of public relations techniques inside and outside the classroom.

3 Credits

#### Prerequisites

- Jour 391: Public Relations (Minimum grade: C)
- Course may be repeated only once.
- Pre-Requisite: 24 Earned Hours

# Instruction Type(s)

Lecture: Lecture for Jour 491

## **Subject Areas**

Public Relations/Image Management

## **Related Areas**

- <u>Advertising</u>
- International and Intercultural Communication
- Public Relations, Advertising, and Applied Communication
- Public Relations, Advertising, and Applied Communication, Other
- <u>Technical and Scientific Communication</u>

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