

# Jour 491: Public Relations Techniques SCHOOL OF JOURNALISM & NEW MEDIA

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**

- Advertising
- International and Intercultural Communication
- Public Relations, Advertising, and Applied Communication
- Public Relations, Advertising, and Applied Communication, Other
- Technical and Scientific Communication