

PR 2202

Persuasive Communication

3 Credits

Prerequisite:

CA 1001

Introduction to Communication

A study of the characteristics and methods of persuasive communication including those components of psychol-

ogy and sociology that are conducive to effective advertising and public relations.

PR 3203	Public Relations Strategy and Tactics	3 Credits
Prerequisite:	CA 3005 Introduction to Public Relations	

A study of strategic public relations planning through the development of an actual public relations campaign. In this course, students will review a variety of programs, deepen their understanding of public relations concepts, and learn to apply public relations theory to practical situations. Students will act and be treated as public relations management professionals required to identify, analyze, solve, write and present information in effective manner. At the end of this course, students should be able to identify how to integrate public relations as a management function into an overall organizational strategy; identify the public relations implications of management decisions; write a comprehensive communications strategy; support managerial decisions with public relations actions; and evaluate effectiveness of public relations activities.

PR 3204	Marketing Public Relations	3 Credits
Prerequisite:	CA 3005 Introduction to Public Relations	

A study of the use of public relations strategies to attain marketing objectives. The course uses current case histories to demonstrate how successful marketers effectively use public relations in strategic marketing communication planning to build brand franchise, win consumer acceptance and gain competitive advantage in the marketplace through credibility.

PR 3210	Negotiations	3 Credits
Prerequisites:	CA 1001 Introduction to Communication PR 2202 Persuasive Communication	

A study of the principles and practices of negotiation. It also includes the impact of verbal and non-verbal communications upon the negotiating process, including the development of skills in managing with the conflict resolutions.

PR 3211	Micro and Macro Environment for PR Issues Management	3 Credits
Prerequisite:	CA 3005 Introduction to Public Relations	

A study of identifying issues that might have an effect on the corporate, determining the relative importance of those issues, and then assessing whether the corporation might be able to exert influences on those issues. In addition students will study the effect that the issues will have on stakeholders. This will include residence stakeholders (Consumer/community Relations, Minority Relations), business stakeholder, and other stakeholders (Political Relations, Government Relations). The theories for understanding this audience will be founded on public opinion theories. Finally, students will apply the concepts to create and manage effective external communication programs.

PR 3212	Internal Relations	3 Credits
Prerequisite:	CA 3005 Introduction to Public Relations	

A study of the theories and practices integral to dealing with the organization's employees and shareholders. This course will focus on understanding the various models of strategic communication in the organization. It will consider such goals for internal communication as sustaining morale and goodwill between employees and management; informing employees about internal changes, communication to increase employee understanding of a company's products, organization, ethics, culture, external environment. Topics covered include types of financial information, the design of annual reports and other communications directed to shareholders and prospective

shareholders. Finally, the management of effective internal communication programs will be addressed.

PR 3213	Media Relations	3 Credits
Prerequisite:	CA 3005 Introduction to Public Relations	

The study of the theory and practice of state-of-the-art media relations programs. Topics to be covered include the nature of the mass media; the nature of business “news”; types of messages and channels, how to design and implement the annual media plan, how to prepare the press kit, press conference and press tour, relationships with reporters and producers; training corporate spokespeople; and setting up, managing, and evaluating corporate media relations programs.

PR 4205	Corporate Public Relations	3 Credits
Prerequisite:	CA 3005 Introduction to Public Relations	

A study of role of public relations as a tool for building corporate image. This will include the nature of corporate image and reputation, the process of managing corporate identity, the role of corporate (non-product) advertising in a corporate communication program, the development of campaigns using public relations to foster a good relationship with all the publics. This course will survey the field of corporate communication, with special emphasis on the following areas: corporate image and identity, corporate advertising and advocacy.

PR 4206	Applied Writing for Public Relations	3 Credits
Prerequisites:	CA 4012 Effective Communication NM 3401 Production for Communication Tools PR 3203 Public Relations Strategy and Tactics	

A study of public relations writing for diverse audiences using a variety of formats such as news releases, feature stories, direct mail letters, brochures, web sites, annual report, and more. Students will improve writing by reviewing good writing principles and critical thinking to create clear, effective public relations products. Exercises cover how to apply all writing material in internal communication; media liaison and event management.

PR 4207	Public Relations Workshop I	3 Credits
Prerequisites:	CA 3011 Communication Arts Research PR 3203 Public Relations Strategy and Tactics	

A study of training in public relations that designed to help develop and refine critical thinking on the part of the student in selecting, creating and applying tools, techniques and principles of public relations to a variety of managerial cases and problem situations. Use of real-life case studies, tracking of current public relations issues, and creation of a full-scale public relations plan for an actual “client” are planned. This course is for those students close to graduation, who have mastered most or all of the skills courses and are ready to apply themselves to a genuine public relations problem. Students will utilize the principles and techniques of public relations to analyze case studies, track current public relations issues, and create public relations campaigns.

PR 4208	Public Relations Workshop II	3(0-9) Credits
Prerequisite:	PR 4207 Public Relations Workshop I	

A study of continuing study in higher level producing public relations campaign based on the strategic direction that has been set.

PR 4209	Seminar in Public Relations	3 Credits
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Prerequisite: PR 4208 Students Only

A study of the facts and conditions relating to the public relations industry in the past and present. This course is a seminar. By definition, it is a course based on analysis and discussion by providing a framework for critical decision making. Students will examine the trends, policies, principles and ethics of the public relations profession and will be trained to analyze problems and propose solutions to the problems.

PR 4214 Crisis Management

3 Credits

Prerequisites: PR 3203 Public Relations Strategy and Tactics
PR 4205 Corporate Public Relations

The study of the theory and practice of crisis communication in business and industry. Topics to be covered include the nature of crisis in business and industry; the role of public opinion and the media in the crisis process; strategies of crisis management; the role of public relations practitioners in crisis management; and the development of crisis public relations plans. Numerous case studies of crisis communication will be analyzed. At the completion of this course, students will be prepared to participate in the management of a corporate crisis as a corporate communication specialist.