

Public Relations (PREL)

COURSES

PREL 2338. INTRODUCTION TO PUBLIC RELATIONS. 3 Hours. (TCCN = COMM 2330)

Principles and methods of building goodwill and obtaining publicity; process of influencing public opinion; analysis of media; implementation of public relations programs.

PREL 3313. CRISIS COMMUNICATION. 3 Hours.

Examines effective and strategic communication practices throughout the stages of a crisis event. Special emphasis is placed on pre-crisis communication, crisis communication planning, media relations, spokesperson training, and ethical crisis responses. The course combines both hands-on and theoretical learning techniques. Prerequisite: 30 hours earned.

PREL 3320. STRATEGIC SOCIAL MEDIA COMMUNICATION. 3 Hours.

Developing strategy and content for social media, engaging in audience analysis, understanding the unique attributes of various platforms, and communicating ethically and effectively across those platforms. Credit will not be given for both PCOM 3320 and PREL 3320.

PREL 3339. PUBLIC RELATIONS METHODS I. 3 Hours.

The theory and practice of selecting the appropriate mass media channels to reach and influence specialized groups with introductory practice in public relations writing. Prerequisite: A grade of C or higher (2.0/4.0 scale) in the following courses: PREL 2338, COMM 2311, and either MATH 1308 or MATH 1309, and 60 or more hours earned.

PREL 3340. PUBLIC RELATIONS METHODS II. 3 Hours.

The theory and advanced practice of selecting the appropriate mass media channels to reach and influence specialized groups with strategic public relations writing. Prerequisite: PREL 3339 with a grade of C or higher (2.0/4.0 scale).

PREL 4316. PUBLIC RELATIONS CAMPAIGNS. 3 Hours.

The study of advanced public relations campaign strategies based on research techniques; campaign development, implementation and assessment. Prerequisite: PREL 3339 and PREL 3340 with a grade of C (2.0/4.0) or better. COMM 3315, COMM 3303, and ECON 2305, and completion or concurrent enrollment in PREL 4320.

PREL 4320. PUBLIC RELATIONS MANAGEMENT CASE STUDIES. 3 Hours.

The use of case studies to study public relations management decision-making in areas of operation, personnel, content, promotion, finance, and governmental regulations. Prerequisite: COMM 3315, A grade of C (2.0/4.0) or better in PREL 3340.

PREL 4391. CONFERENCE COURSE. 3 Hours.

Topic assigned on an individual basis, covering individual research or study in the designated areas. May be repeated when topic changes. Prerequisite: 60 or more hours earned and permission of the department.

PREL 4393. SPECIAL TOPICS. 3 Hours.

Special studies in public relations. Topic varies from semester to semester. May be repeated when topic changes for a maximum of six credit hours. Prerequisite: 60 or more hours earned, and permission of the department.

PREL 4395. PROFESSIONAL INTERNSHIP. 3 Hours.

Individual research in public relations while working with business and industry. Individual conference to be arranged. Prerequisite: 60 or more hours earned and permission of the department.