PUR: Public Relations Courses

Courses

PUR 3000   Principles of Public Relations
3 sh (may not be repeated for credit)
Increases understanding of the theory and practice of public relations, functions in organizations, and role in society. Is the foundation course for all other courses in public relations.

PUR 3100   Writing for Public Relations
3 sh (may not be repeated for credit)
Prerequisite: JOU 2100
Develops professional-level writing skills expected of beginning public relations practitioners. Students practice writing for different audiences and media, such as preparing memos, letters, new releases, crisis communication plans, features, media kits, speeches and newsletters.

PUR 3905   Directed Study
1-12 sh (may be repeated indefinitely for credit)

PUR 4203   Public Relations Law and Ethics
3 sh (may not be repeated for credit)
Prerequisite: PUR 3000
The code of ethics and practice in public relations along with an analysis of ethical issues and trends. Specific legal issues such as privacy, defamation, copyright, and new technology will be covered.

PUR 4400   Crisis Public Relations
3 sh (may not be repeated for credit)
Prerequisite: PUR 3000
Examines crisis public relations planning, preparation, and execution. Focus is on assessment of risk, types of crises, role of and interaction with the media and other publics. Cases are examined to apply what is learned to examples of actual organizational crises. An "ask-the-expert" discussion series presents crisis communication as it relates to corporate, not-for-profit, education, and national-level government public relations.

PUR 4407   Managing Media Relations
3 sh (may not be repeated for credit)
Prerequisite: PUR 3000
The ability to communicate effectively with the media on behalf of an organization is an essential skill for public relations professionals. Techniques and guidelines are provided for the role of organizational media relations manager with emphasis on the spokesperson. An overview of media needs, including communication planning, tips and techniques, and common pitfalls of organizational media relations programs. A considerable portion of the course requires students to participate as spokespersons in various scenario-based, video-tapped exercises.

PUR 4600   Communication Management
3 sh (may not be repeated for credit)
Prerequisite: PUR 3100
Capstone course for public relations and advertising majors. Emphasis on case study analysis and the management of integrated communication programs. Senior status required.

PUR 4801   Public Relations Campaigns
3 sh (may not be repeated for credit)
Prerequisite: PUR 3000 AND PUR 3100
A capstone course designed for graduating seniors, focusing on applying communication and public relations research and theory for a real client. Provides a thorough experience in conducting public relations and integrated communications campaigns and in preparing communication materials. Working in teams, students prepare and conduct the research, planning, implementation and evaluation of an actual campaign for a client. An advanced course requiring full understanding of public relations theory, writing, techniques and research methods. Permission is required. Credit may not be received in both PUR 4801 and PUR 4802.

PUR 4905   Directed Study
1-12 sh (may be repeated indefinitely for credit)

PUR 4930   Current Issues and Trends in Public Relations
3 sh (may not be repeated for credit)
Prerequisite: PUR 3000 AND PUR 3100
Focuses on a range of current issues facing the public relations profession from a theoretical and practical perspective. Exploration of selected topics such as emerging trends in the use of technology, diversity and multiculturalism, increased use of social media, and environmental issues impacting the organization. Senior status within the PR major required.

PUR 6408   Emerging Topics in Public Affairs
1.5 sh (may not be repeated for credit)
Examines the complex communication relationships between and among businesses, nonprofit organizations, government agencies, and the media. Focuses on the strategic communication applications in each of these areas.

PUR 6905   Directed Study
1-12 sh (may be repeated indefinitely for credit)