

PUR: Public Relations Courses

Courses

PUR 3100 Writing for Public Relations

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Prerequisite: [COM 2713](#)

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 3404 International Public Relations

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Prerequisite: [ENC 1102](#) OR [COM 2713](#)

This course examines public relations theory and practice from a global perspective. A primary function of the course is to prepare students for the professional practice of public relations across cultures. Course content will provide an overview of cultural and political differences in media systems and the impact of public relations practice. Students will have the opportunity to review case studies, theory and practice in regions with established and emerging public relations industries. Meets Multicultural Requirement.

PUR 3905 Directed Study

Col of Arts, Soc Sci and Human, Department of Communication

1-12 sh (may be repeated indefinitely for credit)

PUR 4400 Crisis Public Relations

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Prerequisite: PUR 3000 OR [COM 3003](#)

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

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Prerequisite: PUR 3000 OR [COM 3003](#)

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

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Prerequisite: ([COM 3003](#) OR PUR 3000) AND ([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

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Prerequisite: ([COM 3003](#) OR PUR 3000) AND ([PUR 3100](#))

A capstone course 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. Credit may not be received in both [PUR 4801](#) and PUR 4802.

PUR 4905 Directed Study

Col of Arts, Soc Sci and Human, Department of Communication

1-12 sh (may be repeated indefinitely for credit)

PUR 6905 Directed Study

Col of Arts, Soc Sci and Human, Department of Communication

1-12 sh (may be repeated indefinitely for credit)

PUR 6937 Emerging Topics in Public Relations

Col of Arts, Soc Sci and Human, Department of Communication

1.5 sh (may be repeated for up to 3 sh of credit)

Provides students with an advanced-level understanding of public relations theory and practice. Depending on emerging issues and market needs, areas of study may include issues in international public relations, social media and analytics, public affairs, crisis management, and more.