

Public Relations (PREL)

PREL 2000. Introduction to Public Relations. 3 Hours.

Prerequisites: Sophomore standing. The first course in public relations dealing with concepts of communicating with various publics.

PREL 3210. Strategic Design for Public Relations. 3 Hours.

Prerequisites: COMM 1500, 1800, and PREL 2000. Exploration of the basics of design, color, and type to a wide variety of strategically aligned print applications.

PREL 3220. Strategic Writing for Public Relations. 3 Hours.

Prerequisites: COMM 1800, PREL 2000, and JOUR 3510. A study of the writing of public relations materials for print, broadcast, and electronic media.

PREL 3230. Public Relations Case Studies. 3 Hours.

Prerequisite: COMM 3031 and PREL 2000. Use of public relations case studies to explore legal and ethical issues, public relations theory, and best practices for developing a variety of relationships with targeted publics.

PREL 3240. Strategic Design for Digital Media. 3 Hours.

Prerequisite: PREL 3210. Electronic applications in public relations including online media design.

PREL 3250. Public Relations in Health Care. 3 Hours.

Prerequisites: PREL 2000 or Health Communication Minor. Introduction to the use of public relations planning and techniques in health promotion, education, and relationship management.

PREL 4200. Public Relations Research. 3 Hours.

Prerequisites: COMM 3111, COMM 4111, and PREL 2000. Applications of theory and practice in public relations research.

PREL 4220. Integrated Communication. 3 Hours.

Prerequisites: PREL 3240. Study of how public relations, marketing, and advertising work together to achieve strategic goals through the creative use of tools, tactics, objectives, goals, and media planning in public relations and all other communication activities.

PREL 4230. Public Relations Capstone. 3 Hours.

Prerequisites: PREL 3220, and PREL 4200. Development of public relations programs and campaigns for organizations.

PREL 4600. Special Topics in Public Relations. 3 Hours.

Study of specialized public relations theories, contexts, and processes. May be repeated for credit when topics differ.

PREL 4610. Directed Study in Public Relations. 3 Hours.

Prerequisite: Approval of supervising instructor and Department Head. An exploration of topics outside the prescribed curriculum of public relations. Topics assigned by instructor. May be repeated for credit when topics differ.

PREL 4670. Internship in Public Relations. 3-9 Hours.

Prerequisite: Completion of Communication Core, COOP 1100, and PREL 3220. Graded "Satisfactory" or "Unsatisfactory". Apprenticeship or internship in public relations environments.