

COMM120N : Introduction to Public Relations

This course introduces the student to the public relations process and management in addition to the role of the public relations practitioner. The course will discuss how public relations differs from other communication disciplines and how corporate and nonprofit institutions use public relations as a strategic communication tool. Ethics and social responsibility and the impact of social media will be defined. Students will apply public relations practice through a course service learning component.

Credits 3

Prerequisites

ENGL101N or ENGL110N.