PUBLIC RELATIONS (PUB)

PUB 275. Public Relations Principles. (3 Credits)
I, II. Prerequisites: ENG 102 or 102R or ENG 105(B). Survey of principles and practices in disseminating information to internal and external audiences in business, industrial, educational, social, and government agencies.

View Course Learning Outcomes

1. {}

PUB 302. Social Media and Public Relations. (3 Credits)
I, II. Prerequisite: ENG 102 or 102R or ENG 105(B). Development and application of social media forms and design. Emphasis on social media as a strategic public relations tool in terms of institutional, social, and technological impact. Includes working with community partner(s) to strengthen an online presence. Course credit will not be granted for both PUB 410 and PUB 302.

View Course Learning Outcomes

1. {}

PUB 305. Public Relations Research. (3 Credits)
A. Prerequisite: PUB 275 or PUB 375. Introduction to the research process, research approaches, basic statistics, and applied research in public relations practice. Topics include evaluating scholarly literature, and collecting, interpreting, and applying relevant data in PR practice. Credit will not be awarded for students who have credit for PUB 420, CMS 420, or CMS 305.

View Course Learning Outcomes

1. {}

PUB 320. Design for Mass Media. (3 Credits)
I, II. Formerly COM 320 A-H. Introductiory design course for non-designers presenting concepts, principles, terminology, tools, and techniques in computer-based design and production within public relations. Emphasis on media channels/audiences. Credit will not be awarded to students who have credit for JOU 320.

View Course Learning Outcomes

1. {}

PUB 325. Advertising Strategy and Practice. (3 Credits)
Prerequisites: ENG 102 or ENG 105 with a B or HON 102. Introduction to copywriting and production for electronic, print and other advertising media. Emphasis on advertising strategy, motivation, appeals, visualization and design. Applies research and communication theory to creation of advertising.

View Course Learning Outcomes

1. {}

PUB 325S. Advertising Strategy and Practice. (3 Credits)
Prerequisites: ENG 102 or ENG 105 with a B or HON 102. Using a service-learning-based approach, students learn copywriting and production for electronic, print and other advertising media. Topics included advertising strategy and practice, motivation, appeals, visualization and layout, applied research and communication theory. Credit will not be awarded for both PUB 325S and PUB 325, COM 325 or 325S.

View Course Learning Outcomes

1. {}

PUB 349. Applied Learning in Public Relations. (0.5-8 Credits)
A. Prerequisites: junior standing, ¿B¿ average in all courses within the department, and departmental approval. Work under faculty and field supervisors in cooperative placements related to the student¿s academic studies. One to eight hours credit per semester or summer. Total credit hours: eight, associate; sixteen, baccalaureate. A minimum of 80 hours work required for each academic credit. One hour may be used to satisfy major requirements within the department.

View Course Learning Outcomes

1. {}

PUB 349A. Cooperative Study: Public Relations. (0.5-8 Credits)
A. Prerequisites: junior standing, ¿B¿ average in all courses within the department, and departmental approval. Work under faculty and field supervisors in cooperative placements related to the student¿s academic studies. One to eight hours credit per semester or summer. Total credit hours: eight, associate; sixteen, baccalaureate. A minimum of 80 hours work required for each academic credit. One hour may be used to satisfy major requirements within the department.

View Course Learning Outcomes

1. {}

PUB 349B. Cooperative Study: Public Relations. (0.5-8 Credits)
A. Work under faculty and field supervisors in cooperative placements related to the student's academic studies. One to eight hours credit per semester or summer. Total credit hours: eight, associate; sixteen, baccalaureate. A minimum of 80 hours work required for each academic credit. One hour may be used to satisfy major requirements within the department.

View Course Learning Outcomes

1. {}

PUB 349C. Cooperative Study: Public Relations. (0.5-8 Credits)
A. Work under faculty and field supervisors in cooperative placements related to the student's academic status. One to eight hours credit per semester or summer. Total credit hours: eight, associate; sixteen, baccalaureate. A minimum of 80 hours work required for each academic credit. One hour may be used to satisfy major requirements within the department.

View Course Learning Outcomes

1. {}

PUB 349D. Co-op or Appl Lrn: Public Rel. (0.5-8 Credits)
A. Work under faculty and field supervisors in cooperative placements related to the student's academic studies. One to eight hours credit per semester or summer. Total credit hours: eight, associate; sixteen, baccalaureate. A minimum of 80 hours work required for each academic credit. One hour may be used to satisfy major requirements within the department.

View Course Learning Outcomes

1. {}

PUB 349E. Cooperative Study: Public Relations. (0.5-8 Credits)
A. Prerequisite: junior standing. "B" average in all courses within the department and department approval. Work under faculty and field supervisors in cooperative placements related to the student's academic studies. One to eight hours credit per semester or summer. Total credit hours: eight, associate; sixteen, baccalaureate. A minimum of 80 hours work required for each academic credit. One hour may be used to satisfy major requirements within the department.

View Course Learning Outcomes

1. {}

PUB 349F. Cooperative Study: Public Relations. (0.5-8 Credits)
A. Prerequisite: junior standing, "B" average in all courses within the department, and departmental approval. Work under faculty and field supervisors in cooperative placements related to the student's academic studies. One to eight hours credit per semester or summer. Total credit hours: eight, associate; sixteen, baccalaureate. A minimum of 80 hours work required for each academic credit. One hour may be used to satisfy major requirement within the department.

View Course Learning Outcomes

1. {}

PUB 349G. Cooperative Study: Public Relations. (0.5-8 Credits)
A. Prerequisites: junior standing, "B" average in all courses within the department, and departmental approval. Work under faculty and field supervisors in cooperative placements related to the student's academic studies. One to eight hours credit per semester or summer. Total credit hours: eight, associate; sixteen, baccalaureate. A minimum of 80 hours work required for each academic credit. One hour may be used to satisfy major requirements within the department.

View Course Learning Outcomes

1. {}

PUB 375. Public Relations Principles. (3 Credits)
I, II. Survey of principles and practices in disseminating information to internal and external audiences in business, industrial, educational, social and government agencies.

View Course Learning Outcomes

1. {}

PUB 380. Public Relations Writing. (3 Credits)
I, II. Prerequisites: ENG 102, ENG 102R, ENG 105, or HON 102. Practice in public relations planning and writing for publications, media releases and other mass media materials for the public and special interest groups, including institutions, governments, and other organizations. Also includes writing in business formats. I, II.

View Course Learning Outcomes

1. {}

PUB 385. PR Event Planning & Management. (3 Credits)
A. Prerequisite: ENG 102, ENG 102r, ENG 105, or HON 102. Hands-on experience identifying a public relations goal and supporting it with a special event. Also includes specific planning procedures, communication methods and evaluation procedures.

View Course Learning Outcomes

1. {}

PUB 385S. PR Event Planning & Management. (3 Credits)
A. Prerequisite: PUB 375 with a grade of "C" or higher. Using a service-learning-based approach, students receive hands-on experience planning and managing an event supporting public relations goals specified by an actual client. Includes specific planning, execution and evaluation procedures. Credit will not be awarded for both PUB 385 and PUB 385S.

View Course Learning Outcomes

1. {}

PUB 390. Fundraising. (3 Credits)
I, II. Prerequisite: ENG 102, ENG 102R, ENG105, or HON 102. An overview of fundraising, including planning, organization, management, marketing, and the common sense needed to raise money from private sources.

View Course Learning Outcomes

1. {}

PUB 395. Sports Promotion. (3 Credits)
II. Prerequisites: ENG 102, 102R, ENG 105(B) or HON 102. Behind the scenes look at sports industry elements including public relations, sales, promotions, sponsorships, branding, marketing, social media and risk management. Credit will not be awarded for both PUB 395 and PUB 400 (Special Topics: Sports Promotion).

View Course Learning Outcomes

1. {}

PUB 400. Studies in Public Relations. (1-3 Credits)
A. Prerequisite: departmental approval. Study of specific areas of Public Relations through a course examining timely or topical concerns in the field. Specific topic included in schedule. May be retaken to maximum of nine hours.

View Course Learning Outcomes

1. {}

PUB 410. Social Media and Public Relations. (3 Credits)
(3) I, II. Prerequisite: ENG 102, ENG 102R, ENG105, or HON 102. Development and application of social media forms an design. Emphasis on social media as a strategic public relations tool in terms of institutional, social, and technological impact. Includes working with community partner(s) to strengthen an online presence.

View Course Learning Outcomes

1. {}

PUB 410S. Social Media & Public Rel. (3 Credits)
I, II. Introduction to social media forms an design. Emphasis on social media as a public relations tool in terms of institutional, social, and technological impact. Includes working with community partner(s) to create an online presence.

View Course Learning Outcomes

1. {}

PUB 415S. Public Relations in Performing Arts. (3 Credits)
(3) I,II. Using a service-learning approach, students apply principles, traditional and contemporary tools, best practices, case studies, strategic planning and execution, and public relations management strategies toward a career in the performing arts or non-profit organizational management.

View Course Learning Outcomes

1. {}

PUB 416. Media Ethics. (3 Credits)
II. A. Prerequisite: ENG 102, ENG 102R, ENG105, or HON 102. Examination of ethical standards and practices of the mass media. Includes development of ethical decision-making skills. Credit will not be awarded for both BEM 415 and PUB 416.

View Course Learning Outcomes

1. {}

PUB 420. Mass Communications Research. (3 Credits)
I, II. Prerequisite: PUB 380(C) or departmental approval. Introduction to the research process, research approaches, basic statistics, and applied research in the field of mass communications. Credit will not be awarded for both PUB 420 and either COM 420 or CMS 305.

View Course Learning Outcomes

1. {}

PUB 425. Crisis & Risk Communication. (3 Credits)
Prerequisites: PUB 275 or PUB 375. Communicating the correct messages through proper methods and channels before, during, and after a crisis. Exploration of social media in crises. Identification and management of appropriate publics for crisis communication. Emphasis of avoiding miscommunication during crises, emphasis on follow-up after crises.

View Course Learning Outcomes

1. {}

PUB 470. Public Relations Internship. (1-3 Credits)
I, II. Prerequisites: PUB 275 or PUB 375, and Junior Standing. Supervised practical experience in a public relations operation. May be taken to a maximum of three hours.

View Course Learning Outcomes

1. {}

PUB 475. Public Relations Case Studies. (3 Credits)
A. Prerequisite: PUB 275 or PUB 375. Emphasizes a management approach and application of the four-step PR process to solving public relations problems through planning, design, and production of print, audiovisual, and broadcast materials used in public relations. Includes public relations case studies and problems.

View Course Learning Outcomes

1. {}

PUB 480. Integrated Communications. (3 Credits)
A. Prerequisite: ENG 102, ENG 102R, ENG 105 or HON 102. Examination of the interactions within an organization's overall communication efforts, including public relations, industrial and graphic design, organizational communication, and other related initiatives.

View Course Learning Outcomes

1. {}

PUB 490. Public Relations Campaigns. (3 Credits)
A. Prerequisites: PUB 475 and PUB 470 or PUB 349. Application of research, planning, strategies, and evaluations to a public relations campaign. Includes budgeting and scheduling of campaigns.

View Course Learning Outcomes

1. {}

PUB 490S. Public Relations Campaigns. (3 Credits)
A. Prerequisite: BEM 320 or PUB 320(C), PUB 475(C), and PUB 305(C). Using a service-learning-based approach, students research, plan and prepare an integrated public relations campaign for a specified local business or organization client. Credit will not be awarded for both PUB 490 and PUB 490S.

View Course Learning Outcomes

1. {}

PUB 491. Senior Seminar in Public Relations. (1 Credit)
I, II. Prerequisites: PUB 475 and PUB 470 or PUB 349. Evaluates student progress toward a career in public relations, especially the development of a portfolio, and develops job search strategies and skills. Includes assessment of instruction and curriculum.

View Course Learning Outcomes

1. {}

PUB 499. Independent Study in Public Relations. (1-3 Credits)
A. Prerequisite: Student must consult with the faculty supervisor and have the independent study proposal form approved by the faculty supervisor and department chair prior to enrollment. May be retaken to a maximum of three hours.

View Course Learning Outcomes

1. {}

PUB 530. Sports Information. (3 Credits)
A. Study of the role and function of the sports information director. Includes public relations techniques applied to sports information: news releases, publications programs, office and staff organization, time utilizations, news media and fomats.

View Course Learning Outcomes

1. {}

PUB 720. Integrated PR Strategies. (3 Credits)
A. Examines integrated public relations skills used to achieve organizationalobjectives. Emphasizes strategic planning including forecasting and communicating future business plans. Includes an in-depth look at relevant communication theories explaining common public relations problems and strategies.

View Course Learning Outcomes

1. {}

PUB 730. Sports Information. (3 Credits)
A. Study of the role and function of the sports information director. Includes public relations techniques applied to sports information: press releases, publications programs, office and staff organization, time utilizations, news media, and formats.

View Course Learning Outcomes

1. {}