

PUBLIC RELATIONS (PUR)

PUR 3000 - Principles of Public Relations (3 Credits)

An introduction to the field and study of public relations. Explores the history of the profession, the nature of public relations, its established code of ethics, and the responsibilities and duties of public relations professionals.

PUR 3100 - Public Relations Writing (3 Credits)

Addresses several common forms of public relations writing, including press releases, public service announcements, pitch letters, and newsletters. Students work with a local client (nonprofit organization or campus organization) so as they develop their writing skills, they are contributing to the good of our campus and our community.

Prerequisite(s): PUR 3000

PUR 3104 - Advanced PR Writing (3 Credits)

This course offers students the opportunity to improve their writing skills and produce specific content required in the public relations industry. This includes writing for digital media platforms, video scripts, feature articles and speechwriting.

Prerequisite(s): PUR 3000 and PUR 3100

PUR 3600 - Public Relations Strategy (3 Credits)

This course addresses the theories and norms used in the selection of strategies. This course will encourage students to think from a managerial, decision-making standpoint that focuses on planning and program development based on research findings.

Prerequisite(s): PUR 3004 or PUR 3000

PUR 4420 - Nonprofit Public Relations (3 Credits)

An advanced PR class designed to help students gain an understanding of the specialized PR needs of nonprofit organizations. Through a service-learning project, students will gain hands-on experience and connect theories to practice as they work for local nonprofit organizations.

Prerequisite(s): PUR 3004 or PUR 3000

Attribute(s): SRVC - Service Learning Component

PUR 4500 - Public Relations Research (3 Credits)

Course addresses both quantitative and qualitative research design, processes and techniques including public opinion polling and survey research; fact-finding and applied research; issue tracking; focus groups and interviews; media and clipping analysis and historical research.

Prerequisite(s): PUR 3004 or PUR 3000

PUR 4800 - PR Campaigns/Capstone (3 Credits)

Through specific case studies of PR campaigns (both successful and unsuccessful), this course teaches students about planning and program development, an emphasis on decision theory and management theory.

Prerequisite(s): PUR 3000