Public Relations Commu - PRCM

Courses

PRCM 2400/2403 FOUNDATIONS OF PUBLIC RELATIONS (3) LEC. 3. This course is designed to be an overview of the functions, practices and growing application of public relations in both private industry and the public sector. May count either PRCM 2400 /PRCM 2043 or PRCM 3040/PRCM 3043.

PRCM 2500/2503 PUBLIC RELATIONS CASE STUDIES (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403 or PRCM 3040 or PRCM 3043). JRNL 1100 with a minimum grade of "B" in JRNL 1100. This is a course designed to provide Public Relations students with an understanding of both effective and ineffective methods of PR through studying actual cases from the field itself. May count either PRCM 2500/PRCM 2503 OR PRCM 3050/PRCM 3053.

PRCM 3000 MULTIMEDIA WRITING FOR PUBLIC RELATIONS (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and (PRCM 2500 or PRCM 2503) and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403 or PRCM 3040 or PRCM 3043). JRNL 1100 with a minimum grade of "B" in JRNL 1100. PRCM or AGCO major only. This course will have an emphasis on communication tactics; plan, write and produce public relations tools; audience and media selection; print and electronic media. May count either PRCM 3000 or PRCM 4080.

PRCM 3080 INTERNATIONAL PUBLIC RELATIONS (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103. Exploration of public relations theory, research, and practice in an international context.

PRCM 3090 PUBLIC RELATIONS IN POLITICAL PROCESSES (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103. Surveys of the intersection of politics and public relations, emphasizing theoretical and practical principles in political processes.

PRCM 3260 STRATEGIC COMMUNICATION IN PUBLIC RELATIONS (3) LEC. 3. Pr. JRNL 1100 and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403). JRNL 1100 with a minimum grade of "B" in JRNL 1100. Framework for the strategy and integration of messages within public relations.

PRCM 3270 PUBLIC RELATIONS IN THE NOT-FOR-PROFIT ARENA (3) LEC. 3. Pr. CMJN 2100 or CMJN 2103. Examination of how new social media impact public relations strategies.

PRCM 4020 DIGITAL STYLE AND DESIGN IN PUBLIC RELATIONS MESSAGES (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403 or PRCM 3040 or PRCM 3043) and (PRCM 2500 or PRCM 2503) or departmental approval. JRNL 1100 with a minimum grade of "B" in JRNL 1100. PRCM or AGCO major only. Introduction to the use of style and design in public relations messages. Declared major in AGCO or PRCM

PRCM 4400 PUBLIC RELATIONS RESEARCH (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403 or PRCM 3040 or PRCM 3043). JRNL 1100 with a minimum grade of "B" in JRNL 1100. PRCM or AGCO major only. Identifying, characterizing and evaluating stakeholder groups and alternative channels of communication; formal research procedures including sampling, instrument design, information gathering, data processing, analysis and reporting. May count either PRCM 4400 or PRCM 4510.

PRCM 4500 PUBLIC RELATIONS CAMPAIGNS (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and JRNL 1000 or JRNL 1AA0 and (PRCM 2400 or PRCM 2403) and (PRCM 2500 or PRCM 2503 or PRCM 3040 or PRCM 3043) and (PRCM 3000 and PRCM 4400). JRNL 1100 with a minimum grade of "B" in JRNL 1100. Application of theory, research data, and problem-solving techniques in the development of comprehensive public relations strategies. May count either PRCM 4500 or PRCM 4090.

PRCM 4920 INTERNSHIP (3) AAB/INT. 3. SU. Pr. PRCM 3050 and PRCM 4080 or PRCM 2500 or PRCM 2503 or PRCM 3000. Declared major in AGCO or PRCM. Opportunity to apply classroom experience to career setting. Internship must be a supervised, closely monitored work experience, appropriate to the major, that takes place in a professional setting. Admission to internship program. Course may be repeated for a maximum of 6 credit hours.
PRCM 4930 DIRECTED STUDIES IN PUBLIC RELATIONS (3) LEC. 3. Pr. JRNL 1100 or JRNL 1AA0 and (PRCM 3040 or PRCM 3043) and (CMJN 2100 or CMJN 2103), with a minimum grade of "B" in JRNL 1100. Independent Study on a specific topic of interest not already addressed in any regular PRCM course.

PRCM 4970 SPECIAL TOPICS IN PUBLIC RELATIONS (3) LEC. 3. Pr. JRNL 1100 and (PRCM 3040 or PRCM 3043) and (CMJN 2100 or CMJN 2103) and (PRCM 2500 or PRCM 2503), with a minimum grade of "B" in JRNL 1100. Focus on narrowly defined PRCM topics not already covered in the current PRCM curriculum.