

Public Relations Communication - PRCM

Courses

PRCM 1000 PR AND MEDIA RELATIONS FUNDAMENTALS (3) DSL/LEC. Introduction to the public relations discipline, including its history, theory, ethics and its relationship to media relations, with an emphasis on developing fundamental public relations writing skills.

PRCM 2400 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.

PRCM 2500 PUBLIC RELATIONS CASE STUDIES & ETHICS (3) LEC. 3. Pr. (JRNL 1100 or JRNL 1103 or PRCM 1000 or JRNL 1AA0) and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403). 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 with special attention given to the ethical aspect of decision making.

PRCM 3000 MULTIMEDIA WRITING FOR PUBLIC RELATIONS (3) LEC. 3. Pr. (JRNL 1100 or JRNL 1103 or PRCM 1000 or JRNL 1AA0) and (PRCM 2500 or PRCM 2503) and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403). 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.

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 or JRNL 1103 or PRCM 1000 or JRNL 1AA0) and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403). PRCM or AGCO majors only. 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. Nonprofit organizations and foundations and the role of public relations within those organizations.

PRCM 3280 SOCIAL MEDIA AND PUBLIC RELATIONS (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (JRNL 1100 or JRNL 1103 or PRCM 1000 or JRNL 1AA0) and (PRCM 2400 or PRCM 2403 or PRCM 3040 or PRCM 3043) and (PRCM 2500 or PRCM 2503). Declared major in AGCO or PRCM. Examination of how new social media impact public relations strategies.

PRCM 3450 DIGITAL MEDIA ANALYTICS (3) LEC. 3. Pr. (PRCM 2400 or PRCM 2403). This course prepares students with essential skills and knowledge to understand the power of digital media analytics in today's digital landscape.

PRCM 4020 DIGITAL STYLE AND DESIGN IN PUBLIC RELATIONS MESSAGES (3) LEC. 3. Pr. (JRNL 1100 or JRNL 1103 or PRCM 1000 or JRNL 1AA0) and (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403) and (PRCM 2500 or PRCM 2503). PRCM or AGCO major only. Introduction to the use of style and design in public relations messages. Departmental approval or Declared major in AGCO or PRCM.

PRCM 4400 PUBLIC RELATIONS RESEARCH (3) LEC. 3. Pr. (JRNL 1100 or JRNL 1103 or PRCM 1000 or JRNL 1AA0) and (CMJN 2100 or CMJN 2103) and (PRCM 2500 or PRCM 2503) and (PRCM 2400 or PRCM 2403). 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.

PRCM 4500 PUBLIC RELATIONS CAMPAIGNS (3) LEC. 3. Pr. (CMJN 2100 or CMJN 2103) and (JRNL 1100 or JRNL 1103 or PRCM 1000 or JRNL 1AA0) and (PRCM 2500 or PRCM 2503) and (PRCM 2400 or PRCM 2403) and PRCM 3000 and PRCM 4400. Application of theory, research data, and problem-solving techniques in the development of comprehensive public relations strategies.

PRCM 4920 INTERNSHIP (3) AAB/INT. 200. Pr. (CMJN 2100 or CMJN 2103) and (PRCM 2400 or PRCM 2403) and (PRCM 3000 or PRCM 3003). Opportunity to apply classroom experience in career setting. Internship must be a supervised, closely monitored work experience, appropriate to the major, that takes place in a professional setting.

PRCM 4930 DIRECTED STUDIES IN PUBLIC RELATIONS (3) LEC. 3. Pr. (JRNL 1100 or JRNL 1103 or PRCM 1000 or JRNL 1AA0) and (PRCM 3040 or PRCM 3043 or PRCM 2400 or PRCM 2403) and (CMJN 2100 or CMJN 2103). 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. (PRCM 2500 or PRCM 2503). Focus on narrowly defined PRCM topics not already covered in the current PRCM curriculum. Course may be repeated with a change in topic. Course may be repeated for a maximum of 6 credit hours.