

Public Relations - CPS (PBR)

PBR 6100. Introduction to Public Relations. 3 Hours.

Introduces the ideas, skills, and principles that underlie the public relations craft. Designed for career changers and those new to public relations. Offers students an opportunity to study the role and contributions of public relations practitioners in contemporary society; to learn about potential legal and ethical aspects of the practice of public relations; to study the communication process and how persuasion is used with various audiences; and to learn how to develop a strategic communication plan to achieve specific goals and objectives. Also introduces students to specialized practice areas within the public relations field, such as business and industry, government, nonprofits and associations, and healthcare.

PBR 6125. Community Relations and Corporate Social Responsibility. 3 Hours.

Explores why corporate social responsibility and strong community relations are increasingly important elements of business strategy. Considers the factors that enable an organization to build relationships with the broader community within which it operates. Offers students an opportunity to develop a corporate social responsibility campaign as a signature assignment that incorporates ethical considerations and multimedia methods of delivery.

PBR 6130. Public Relations Writing Seminar 1. 3 Hours.

Focuses on how to develop messages to influence specific audiences in support of organizational values and objectives. Offers students an opportunity to obtain knowledge of the various tools of the profession and where and when they are best applied—for example, news releases, newsletters, video, and digital communications— through frequent writing assignments and critical evaluations.

PBR 6135. Public Relations Strategy and Planning. 3 Hours.

Examines the role and responsibilities of public relations professionals in promoting brand identity and organizational reputation as a key element in an organization's business strategy. Explores the skills and knowledge required for ensuring that strategic messages resonate with target audiences, both domestic and global. Offers students an opportunity to develop a strategic public relations strategy as a signature assignment.

PBR 6140. Public Relations Writing Seminar 2. 3 Hours.

Constitutes an advanced course that offers students an opportunity to use their research, creative, and writing skills to help an organization promote its products or services and express its organizational identity, mission, and values with the long-term goal of building reputation and achieving growth objectives. Examples of writing assignments include annual reports, CEO speeches, position papers on key issues, talking points, and other media that support institutional reputation management.

PBR 6710. Public Relations Research: Understanding External Audiences. 3 Hours.

Focuses on the important role of market research and the use of existing data to gain insights into the attitudes of a wide range of external stakeholders, including journalists, investors, and customers, as well as the role environmental conditions play in the overall media campaign process. Offers students an opportunity to gain in-depth knowledge of research steps—including surveys, focus groups, and psychographic data—and to identify and analyze attitudinal patterns in target audiences as the foundation for effective public and media relations campaign strategies.

PBR 6962. Elective. 1-4 Hours.

Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

PBR 7962. Elective. 1-4 Hours.

Offers elective credit for courses taken at other academic institutions.