PBR 5976. Directed Study. 1-4 Hours.
Offers independent work under the direction of members of the department on a chosen topic.

PBR 5978. Independent Study. 1-4 Hours.
Offers independent work under the direction of members of the department on a chosen topic.

PBR 5984. Research. 1-4 Hours.
Offers students an opportunity to conduct research under faculty supervision.

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 6110. Public Relations Issues and Ethics. 3 Hours.
Focuses on identifying and solving ethical issues faced by public relations practitioners. Introduces useful ethical theories and reasoning models. Offers students an opportunity to understand how the public relations professional helps an organization develop and maintain a social consciousness. Explores mission statements and how statements affect corporate culture. Focuses on the delicate balance between a public relations practitioner’s obligation to the organization, the employer, the profession, the public, and to self. Uses case studies to illustrate the impact of good and bad ethical decisions.

PBR 6120. Public Relations Legal Issues. 3 Hours.
Examines legal issues that influence an organization and its communication with its many publics. Topics covered range from federal law and mandates—such as freedom of speech, corporate speech vs. commercial speech, defamation, copyright law, environmental policy, discrimination, and sexual harassment policy—to local regulations—such as zoning and other city ordinances. Offers students an opportunity to understand how law and policies are created and the effects of lobbying on policy initiatives. Uses case studies to illustrate issues and implications for an organization.

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 6205. Visual Communications and Desktop Publishing. 3 Hours.
Designed to enable students to produce simple and effective publications. Introduces students to graphic design and printing terminology needed to understand the design process. Offers students an opportunity to learn how to produce effective brochures, newsletters, letterhead, logos, and advertisements using InDesign, a new advanced desktop publishing program by Adobe.

PBR 6225. Advertising Marketing Theory and Practice. 3 Hours.
Covers basic marketing and advertising principles, such as positioning, branding, writing copy, and target marketing. Offers students an opportunity to develop an understanding of how advertising and public relations can complement each other through sharing common goals.

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 6940. Public Relations Process and Practice. 3 Hours.
Offers students an opportunity to put theory and skills into practice by enabling them to work as a team to provide a public relations plan based on integrated marketing communications for an actual client. Desktop publishing skills are introduced so that students can visually present final work. Final work might include a PowerPoint presentation along with a portfolio of work, including the public relations plan, and collateral material, such as a brochure, news release, press kit, and an advertisement.
PBR 6961. Internship. 1-4 Hours.
Provides students with an opportunity for internship work. May be repeated without limit.

PBR 6962. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

PBR 6964. Co-op. 0 Hours.
Provides eligible students with an opportunity for work experience.

PBR 6966. Practicum. 1-4 Hours.
Provides eligible students with an opportunity for practical experience.

PBR 6970. Seminar. 1-4 Hours.
Offers an in-depth study of selected topics.

PBR 6980. Capstone. 1-4 Hours.
Offers students an opportunity to integrate their course work, knowledge, and experiences into a capstone project.

PBR 6983. Topics. 1-4 Hours.
Designed to offer students a specialized area of study. Topics vary and can include employee relations, sports public relations, entertainment public relations, or crisis communication. May be repeated without limit.

PBR 6995. Project. 1-4 Hours.
Focuses on in-depth project in which a student conducts research or produces a product related to the student’s major field. May be repeated without limit.

PBR 7961. Internship. 1-4 Hours.
Provides students with an opportunity for internship work. May be repeated without limit.

PBR 7962. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions.

PBR 7966. Practicum. 1-4 Hours.
Provides eligible students with an opportunity for practical experience.

PBR 7970. Seminar. 1-4 Hours.
Offers an in-depth study of selected topics.

PBR 7980. Capstone. 1-4 Hours.
Offers students an opportunity to integrate their course work, knowledge, and experiences into a capstone project.

PBR 7983. Topics. 1-4 Hours.
Covers special topics in public relations. May be repeated without limit.

PBR 7990. Thesis. 1-4 Hours.
Offers thesis supervision by members of the department.

PBR 7994. Thesis Continuation—PT. 0 Hours.
Offers continuing thesis supervision by members of the department.

PBR 7995. Project. 1-4 Hours.
Focuses on in-depth project in which a student conducts research or produces a product related to the student’s major field. May be repeated without limit.

PBR 7996. Thesis Continuation. 0 Hours.
Offers continuing thesis supervision by members of the department.