

Public Relations (PREL)

PREL 1425. Public Relations Principles. (4 Hours)

Presents the principles, history, and methods of public relations; processes of influencing public opinion; responsibilities of the public relations practitioner; and analyses of public relations programs. Through case studies and class discussions, offers students an opportunity to confront real-life ethical dilemmas and learn to apply ethical frameworks to evaluate and resolve them.

PREL 1990. Elective. (1-4 Hours)

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

PREL 2325. Influencing the Influencers. (4 Hours)

Examines the evolving world of social media influencers and their impact on the practice of public relations. Explores how traditional media theories that shape public relations also apply when working with influencers; considers the pros and cons of working with influencers; and examines methods for assessing influencer audiences to determine how to use social media as part of communications programs. Studies how to engage directly with influencers of behalf of clients as well as examine the incentive structures that underpin influencer-client relationships.

Attribute(s): NUpath Creative Express/Innov, NUpath Writing Intensive

PREL 2990. Elective. (1-4 Hours)

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

PREL 3625. Public Relations Practice. (4 Hours)

Demonstrates practices and techniques employed in the field including organization of events and functions. Studies campaign planning, research, and media relationships.

Prerequisite(s): JRNL 3425 with a minimum grade of D-

PREL 3627. Critical Thinking About Public Relations Strategies. (4 Hours)

Offers upper-level students from multiple disciplines an opportunity to take a microscopic view of how issues are purposefully driven by professionals interested in promoting causes, political candidates, public policy, and corporate image. Examines how corporations and others make decisions and which theories of institutional behavior best explain those choices. Are companies motivated solely by economics as Marx would argue, or do they approach their image in a more functional way? Are the messages of politicians determined by race and class, or do they respond to a different framework? Requires students to follow current issues and dissect significant past campaigns. Knowledge of public relations tactics is helpful but not necessary.

Attribute(s): NUpath Societies/Institutions, NUpath Writing Intensive

PREL 3990. Elective. (1-4 Hours)

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

PREL 4990. Elective. (1-4 Hours)

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

PREL 6962. Elective. (1-4 Hours)

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