

# COM 5464: Public Relations Campaigns

Course explores a variety of case studies in the field of public relations including examples in media relations, crisis communication and planning. Following the review of cases, student groups will develop a professional campaign and present the campaign.

**Credits:** 3.0

**Prerequisites:**

COM 3462

COM 4001

COM 4002

COM 3462 and (COM 4001 or COM 4002)

**Program:** [Communication](#)