

COM 3460: Public Relations

Provides a foundation for students interested in the field of public relations. It chronicles the development of the profession from its earliest beginnings to its role in modern management. Also attempts to bridge the gap that exists between theory and practice. It achieves this by emphasizing the fundamental management perspective of the profession and the persuasive intent of message construction while highlighting the four essential skills required for success in the industry - research, writing, planning and problem solving.

Credits: 3.0

Prerequisites:

COM 2200

COM 2240

COM 2280

COM 2300

COM 2340

COM 2400

COM 2440

COM 2200 or COM 2240 or COM 2280 or COM 2300 or COM 2340 or COM 2400 or COM 2440

Program: [Communication](#)