

# COM 3462: Public Relations Writing

Offers students the foundation for producing a variety of written public relations materials. Structure includes an overview of the journalistic style of writing along with extensive practice in writing fundamentals. Following the work on enhancing writing skills, students will develop a variety of pieces for their portfolios. Final class products include print news releases, position papers, feature stories, media advisories, media kit, and other related assignments. Course is strongly recommended for students interested in public relations, advertising, marketing, and organizational communication.

**Credits:** 3.0

**Prerequisites:**

COM 3460

COM 3460

**Program:** Communication