

# COMM104 : Introduction to Public Relations

Study of the history and role of public relations in society. Students explore mass media, persuasion, publicity, and radio and television. Students examine special events, crisis management, communication techniques, research and evaluation, communication law and ethics. Basically a theory course, this introduction also applies ideas practically to real clients and organizations.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

**Prerequisites**

ENGL080 with a grade of C or better or placement into ENGL101