

# MKTG 442: PR Campaign Planning and Execution

This course uses team projects to teach the tools and techniques necessary to work in the fields of advertising and public relations. Advertising assignments may include, but are not limited to, image and identity, political advertising, jingles and slogans, campaigns for large and small companies, and demographic and psychographic research. Public relations assignments may include, but are not limited to, crisis management, special events, media relations, publications, and internal communications. (Also taught as **COMM 442**)

**Credits:** 3

**Program:** **Business Administration**

**Semester Offered:** Fall, even years