COMM 241: Public Relations

A course dealing with definitions, basic objectives, and concepts of public relations. Attention is given to the role of public relations, research for public relations, publics and target audiences, communication concepts and channels, campaigns, and the legal and ethical environment of public relations. (Also taught as MKTG 241.)

Credits: 3

Program: Communication Semester Offered: Fall

1 SWAU 2023-24 Bulletin