

COMM 260: PUBLIC RELATIONS

The development and role of public relations and its centrality in democratic societies. Students learn practices of the profession, strategies and tactics, and how to implement a campaign. Includes the important role of research in public relations and related theory. Study of business and media writing and a community service-learning project on behalf of a nonprofit organization. Cross listed as MKTC 260. Recommended background: COMM 100.

Credits: 3

Department: [Communication](#)

Recommended:

COMM 100.