

COMM-347 : Strategic Public Relations

This course will cover strategic planning and specialized public relations issues. Issues include risks, crisis management, social marketing campaigns, and corporate and non-profit communication. Students will learn and apply advanced public relations theories and skills to case studies and real-life situations.

Credits 3

Prerequisites

[COMM-255W](#) or [PWR-255W](#); junior standing

Term Offered

Spring Only

Session Cycle

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