

DMS-542 : PR Strategies and Tactics

This course offers an in-depth exploration of public relations theories, strategies, tactics and tools. The course will provide opportunities to apply theoretical concepts for critically evaluating strategic communications. The course will examine how these theories help us understand communication processes in digital media environments. The course will also explore how these communication strategies inform relationship-building, particularly in the areas of reputation creation and crisis management. Students will analyze texts, case studies, and online blogs and will apply their knowledge by creating a public relations plan for an organization or event. Off-Campus Distance Electronic Synchronous Remote Delivery.

Credits 3

Term Offered

Summer

Session Cycle

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