

## **Principles of Public Relations**

JB 2413

### **DEGREE PROGRAM COURSE DESCRIPTIONS**

The student will describe the history, scope, ethics and functions of public relations. He or she will effectively use a multimedia approach in the preparation of a public relations campaign with particular attention to ways of gaining public support for an activity, cause, movement or institution.

### **PREREQUISITES?**

ENGL 0203, adequate placement score, or by meeting determined placement measures

### **CREDIT HOURS**

3