

# PRCA Public Relations

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## **PRCA 3030 Selected Topics in Public Relations**

**3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Offers varied courses in specialized areas of the field of Public Relations. Prerequisite(s): PRCA 3330 or departmental approval required.

## **PRCA 3100 Introduction to Public Relations**

**3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Introduces the history, theories, and principles of public relations, and the role and practice of public relations in various organizational contexts.

**Prerequisite(s):** COMM 2332.

## **PRCA 3330 Public Relations Writing**

**3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

In this course, students examine writing techniques employed in media management programs including the strategic design and development of multimedia messages and message dissemination.

**Prerequisite(s):** A minimum grade of "C" in MMJ 2331 and PRCA 3100.

## **PRCA 3331 Corporate Public Relations**

**3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Examines the role of public relations within a corporation and its responsibilities in developing and maintaining external and internal relations. Prerequisite(s): PRCA 3100.

## **PRCA 3332 Public Relations Event Management**

**3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Provides students with the opportunity to learn and implement planning techniques and strategies unique to events. Special emphasis will be placed on non-profit creation of an event to meet organizational goals.

**Prerequisite(s):** A minimum grade of "C" in PRCA 3330.

## **PRCA 3333 International Public Relations**

**3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Introduces the performance of public relations in international contexts. Consideration will be given to the political, economic, social, and historical contexts affecting public relations practices. Special emphasis will be placed on the interaction between government and public relations.

**Prerequisite(s):** PRCA 3100.

## **PRCA 3334 Social Media and Public Relations**

**3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Provides students the opportunity to learn about and create specialized organizational print and online publications such as brochures and newsletters. Prerequisite(s): PRCA 3100 and PRCA 3330.

## **PRCA 3335 Nonprofit PR**

**3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

This course examines the philosophical and theoretical foundations of public relations and volunteerism in the non-profit sector. Strategic communication strategies, including media relations, are explored as they relate to both internal and external publics, including the unique legal and public relations ethical issues impacting nonprofits.

**Prerequisite(s):** PRCA 3100.

## **PRCA 3339 Public Relations and Publications**

**3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Provides students the opportunity to learn about and create specialized organizational print and online publications such as brochures and newsletters. Prerequisite(s): PRCA 3100 and PRCA 3330.

## **PRCA 3711 Public Relations Practicum**

**1 Credit Hour. 0 Lecture Hours. 0 Lab Hours.**

Provides limited practical experience in public relations projects in either an academic or a professional setting. A maximum of four hours may be applied toward a degree. Prerequisite(s): PRCA 3330.

## **PRCA 4330 Public Relations Research**

**3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Explores the role of public opinion in public relations. Students will gather, analyze and use qualitative and quantitative audience research as part of a public relations program. Prerequisite(s): PRCA 3100.

## **PRCA 4331 Public Relations Firms**

**3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Reviews the evolution and management of public relations firms, and principals involved in counseling clients. Prerequisite(s): PRCA 3330.

## **PRCA 4332 Public Relations Crisis Communication**

**3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Provides understanding of how crises affect an organization's public relations efforts. Students will learn strategies for anticipating crises and developing communications responses.

**Prerequisite(s):** PRCA 3330.

## **PRCA 4335 Senior Seminar in Public Relations**

**3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Examines ethical issues and current topics in the practice of public relations. Prerequisite(s): PRCA 3100 or PRCA 3330 or PRCA 4330.

## **PRCA 4339 Public Relations Campaign Strategies**

**3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

An advanced course in which students analyze cases and apply principles, processes, and theories of public relations to the execution of campaigns. Prerequisite(s): PRCA 3100, PRCA 3330, PRCA 4330.

## **PRCA 4711 Public Relations Practicum**

**1 Credit Hour. 0 Lecture Hours. 0 Lab Hours.**

Provides limited practical experience in public relations projects in either an academic or a professional setting. A maximum of four hours may be applied toward a degree. Prerequisite(s): PRCA 3330.

## **PRCA 4791 Public Relations Internship**

**3-12 Credit Hours. 0 Lecture Hours. 0 Lab Hours.**

Provides practical experience in a professional public relations setting with public relations practitioner supervision. May be taken only by public relations majors. Prerequisite(s): PRCA 3330.

## **PRCA 4792 Public Relations Internship**

**3 Credit Hours. 0 Lecture Hours. 15 Lab Hours.**

Provides practical experience in a professional public relations setting with public relations practitioner supervision. May be taken only by public relations majors. Prerequisite(s): PRCA 3100, PRCA 3330.

## **PRCA 4793 Public Relations Internship**

**3 Credit Hours. 0 Lecture Hours. 0 Lab Hours.**

Provides practical experience in a professional public relations setting with public relations practitioner supervision. May be taken only by public relations majors. Prerequisite(s): PRCA 3100, PRCA 3330.

## **PRCA 4794 Public Relations Internship**

**3 Credit Hours. 0 Lecture Hours. 15 Lab Hours.**

Provides practical experience in a professional public relations setting with public relations practitioner supervision. May be taken only by public relations majors. Prerequisite(s): PRCA 3100, PRCA 3330.

## **PRCA 4831 Directed Study in Public Relations**

**3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Offers students opportunities to design and conduct independent research and/or projects in specialized public relations areas. May be taken only once. Prerequisite(s): PRCA 3100 and departmental approval required.