PRCA Public Relations

PRCA 2330  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.
Cross Listing(s): PRCA 2330S.
PRCA 2330S  Intro to PR
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.
Cross Listing(s): PRCA 2330.
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 2330, departmental approval required.
Cross Listing(s): PRCA 3030S.
PRCA 3030S  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 2330, departmental approval required.
Cross Listing(s): PRCA 3030.
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, PRCA 2330.
Cross Listing(s): PRCA 3330S.
PRCA 3330S  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, PRCA 2330.
Cross Listing(s): PRCA 3330.
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 2330.
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 2330.
Cross Listing(s): INTS 3333, PRCA 3333S.
PRCA 3333S  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 2330.
Cross Listing(s): INTS 3333, PRCA 3333S.
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 2330, PRCA 3330.
PRCA 3339  Public Relations 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 2330, 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 2330.
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.
Cross Listing(s): PRCA 4332S.
PRCA 4332S  PR Crisis Comm
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.
Cross Listing(s): PRCA 4332.
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 2330, PRCA 3330, 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 2330, 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.
Cross Listing(s): PRCA 4791S.

PRCA 4791S PR 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.
Cross Listing(s): PRCA 4791.

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 2330, 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 2330, 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 2330, 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 2330, departmental approval required.