

## PUBLIC RELATIONS (PRPA)

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### **PRPA 1010 Intro to Mass Media (3 Credit Hours)**

This course is designed to offer a broad appreciation of all types of media, and an understanding of how media shapes and reflects our culture. The course will examine the impact of books, newspapers, magazines, movies, radio, TV and the Internet. The course will also cover advertising and public relations and how these industries are used in mass media to shape consumer perceptions and behaviors.

### **PRPA 1940 Transfer Coursework (3 Credit Hours)**

Transfer Coursework for PRPA discipline in BSLs Programs (1000 level).

### **PRPA 2010 Ethical Issues in Media (3 Credit Hours)**

This course discusses traditional moral theory and ethical philosophies while applying them to current-day issues, including truth in media, privacy, social justice, stereotyping, advertising, communications law and the Internet. Students are presented with case studies of events and issues surrounding various media as they focus on a systematic approach to making ethical decisions.

### **PRPA 2020 Journalism and PR (3 Credit Hours)**

This course introduces students to researching, reporting, and writing news stories for print, broadcast, Internet and other media. Through extensive reporting/writing assignments, guest speakers, and quizzes on current events, the course will cover the nature of news, journalistic style, the preparation of manuscripts for publication, the development of leads, interviewing techniques, selection and organization of facts, and the difference between various media styles. The importance of effective interviewing and how companies interact with media via PR will also be discussed.

### **PRPA 2050 Media and the Law (3 Credit Hours)**

This course provides a historical survey and analysis of the current and future trends in the development of the media-related law in America. Students explore media-related ethical theories and the law in current issues, case studies, and problem-solving scenarios. Students explore the moral philosophies that govern such concerns as royalties, copyright infringement, libel, and intellectual property.

### **PRPA 2100 Visual Communications (3 Credit Hours)**

This course provides an introduction to visual literacy with the fundamentals of Visual Communications. Class discussions and assignments will demonstrate how these tools are used to communicate visually to an audience. The value, ethics, and methods of visual communicators will be explored and analyzed by discussing examples from graphic art, print, film/video slides, and computer graphics.

### **PRPA 2610 Princ of Public Relations (3 Credit Hours)**

This course focuses on the communication between an individual or organization and the public to promote public acceptance and approval. Students explore traditional and emerging components of the public relations process through mass media, as well as the needs of different types of businesses, such as corporations, nonprofit organizations, and government offices.

### **PRPA 2650 Public Relations Writing (3 Credit Hours)**

This course emphasizes the factors of information content, creativity, and persuasion in a way that relates specifically to the practice of Public Relations. Students will receive guidance in the preparation of written materials that adhere to high standards of truth and information value, engage and interest the public(s), and take an advocacy stance in support of the originating organization's goals and objectives. These qualities of writing will be fostered for use both in the new media of websites and social media as well as in the traditional media of printed materials, news releases, speeches, letters, multi-media presentations, fact sheets, etc. Public Relations writing's association with marketing and advertising will also be explored.

**Prerequisite(s):** (PRPA 2610 or MDAR 2610) and (ENGL 1010, 1010, 1010 or 1010).

### **PRPA 2700 PR Event Planning (3 Credit Hours)**

Events are a very important strategy utilized by PR practitioners. This class will examine every aspect of event planning – from research and planning to contracts and budgets. Whether a practitioner is working with members of an internal or external audience, event planning will always be a useful tactic to build community, awareness and influence behavior. Students will also learn to promote events through both traditional and social media.

**Prerequisite(s):** PRPA 2610.

### **PRPA 2910 Special Topics in PR (1-3 Credit Hours)**

Special Topics in Public Relations.

### **PRPA 2940 Transfer Coursework (3 Credit Hours)**

Transfer Coursework for PRPA discipline in BSLs Programs (2000 level).

**PRPA 3610 Public Relations Campaigns (3 Credit Hours)**

This course studies real-life public relations cases with a view to understanding why some campaigns succeed while others fail. Special attention is given to contemporary cases and to development of the tools necessary for effective campaigns. Using contemporary campaigns as models, the course examines the development of public relations strategies and communications for employees, the media, the community, the consumer, and other relevant groups. Students also practice the elements of public relations research and writing.

**Prerequisite(s):** (ENGL 1010, 1010, 1010 or 1010) and (PRPA 2610 or MDAR 2610).

**PRPA 3650 Internet Public Relations (3 Credit Hours)**

This course explores the opportunities and special demands of digital media in the business and promotion of public relations and PR campaigns. Students are taught the techniques of using blogging, social networking and advanced web technology in the promotion and publicizing of public relations clients.

**Prerequisite(s):** PRPA 2610 or MDAR 2610.

**PRPA 3910 Special Topics in PR (3 Credit Hours)**

Special Topics in Public Relations.

**PRPA 4910 Independent Study-PR (1-3 Credit Hours)**

Independent Study - Public Relations.