

## CO 325 : Public Relations in Practice

Public Relations (PR) helps to establish and maintain mutual lines of communication, understanding, acceptance, cooperation, and mutually beneficial relationships between organizations or public personalities and their various publics. Among the topics this course will cover are the social function of public relations, its diverse forms (e.g. media and community relations, the management function of public relations, and the role of the practitioner in crisis communication). The students will also develop their skills in public relations by creating publicity products, such as press releases, feature stories, brochures, posters/flyers, photo essays, and speeches.

**Credits** 4.0