

## PR 250: Writing Effective Public Relations Proposals

Course provides an introduction to public relations techniques applicable to communication, especially the written requirements. Emphasis on writing and completing simulated public relations campaigns and introduction to various forms of writing in PR from the memo to the proposal, from the backgrounder to the white paper, from the press release to the speech.

**Hours:** 3

**Prerequisites:**

PR 150.

**Program:** [Public Relations](#)

**Semester Offered:**

Spring