

PR 450: Public Relations Campaign/Case Studies

Advanced theory and practice in developing, writing, presenting, implementing, and analyzing a variety of campaigns involving strategic planning in business, electoral, political, and organizational campaigns. Study will involve additional theories such as: leadership styles, advertising, audience analysis, conflict management, and candidate and electoral context analysis. Emphasis on direct involvement in a PR campaign whenever possible. Study of actual cases.

Hours: 3

Prerequisites:

PR 350.

Program: [Public Relations](#)

Semester Offered:

Spring