

PUR: PUBLIC RELATIONS

Courses	Credit(s)	Contact	Lab
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PUR 2003. INTRODUCTION TO PUBLIC RELATIONS.	3	3	0
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INTRODUCTION TO PUBLIC RELATIONS This course is a comprehensive analysis of public relations writing and its relationship to other forms of journalistic writing. This course will explore the history of public relations, its role in society, ethical standards of practice, and relationships of the practice to the public media. Emphasis on frequent in-class and outside writings for public relations.