

# PROFESSIONAL STUDIES PUBLIC RELATIONS (PSPR)

## Explanation of Course Numbers

- Courses in the 1000s are primarily introductory undergraduate courses
- Those in the 2000s to 4000s are upper-level undergraduate courses that can also be taken for graduate credit with permission and additional work assigned
- Those in the 6000s and 8000s are for master's, doctoral, and professional-level students
- The 6000s are open to advanced undergraduate students with approval of the instructor and the dean or advising office

### **PSPR 6201. Strategic Public Relations: Principles and Ethical Practice. 3 Credits.**

The development of modern public relations. Major theories and ethical considerations that guide PR and how they are applied by corporate, government, and nonprofit communications professionals.

### **PSPR 6202. Advanced Writing for Public Relations Professionals. 3 Credits.**

The essentials of effective public relations and public affairs writing, emphasizing strategic thinking and compositional precision as the source of their efficacy and power.

### **PSPR 6203. Research Methods for Public Relations and Public Affairs Managers. 3 Credits.**

Overview of applied research techniques with an emphasis on planning and evaluating public relations and corporate communications campaigns in support of business strategies and goals.

### **PSPR 6204. Media Relations in a Digital World. 3 Credits.**

Comprehensive exploration of media relations strategies and practices within the dynamic context of the digital age.

### **PSPR 6205. Fundamentals of Business and Finance in Public Relations. 3 Credits.**

Explores the fundamentals of business that can be applied to small, mid-size, and large organizations, from public to private and for-profit to nonprofit; public relations/communication agencies; and start-ups.

### **PSPR 6206. Applied Ethics in Public Relations and Public Affairs. 3 Credits.**

Applied ethics in public relations and public affairs. Students gain the knowledge and skills needed to function as an ethical and effective practitioner. Restricted to graduate students. Prerequisites: PSPR 6201.

### **PSPR 6207. Sustainability and Social Responsibility Communications. 3 Credits.**

The role of the global corporate social responsibility (CSR) movement and the unique communications challenges it presents.

### **PSPR 6208. Integrated Marketing Communications. 3 Credits.**

The evolution of integrated marketing communications as a means by which for-profit and nonprofit enterprises extend the reach and influence of public relations and public affairs; traditional and non-traditional communications approaches and technologies. Recommended background: degree candidacy in the MPS in the Field of Strategic Public Relations program and/or graduate status in the School of Business or School of Media and Public Affairs.

### **PSPR 6210. Special Topics in Public Relations. 3 Credits.**

Special Topics in Public Relations.

### **PSPR 6212. Risk/Issues Management and Crisis Communications. 1 Credit.**

Students are provided with foundational skills and understanding of crisis communication principles and practices in the field of public relations and communication.

### **PSPR 6213. Communications Research Methods. 1 Credit.**

Provides students with foundational skills for conducting research in public relations and communications.

### **PSPR 6214. Digital Storytelling. 1 Credit.**

Examines digital storytelling's role in public relations and communications. Students analyze the impact of compelling narrative and apply storytelling techniques to create engaging content for diverse platforms and audiences.

### **PSPR 6215. Public Speaking and Presentations. 1 Credit.**

Equips students with the essential skills and techniques needed to excel in public speaking and presentations within the context of public relations and communications.

### **PSPR 6216. Writing for Public Relations Professionals. 1 Credit.**

Foundational writing skills for public relations and communications professionals.

### **PSPR 6219. Advanced Topics in Social and Digital Media. 1 Credit.**

Topics vary by semester. Consult the Schedule of Classes for more details.

### **PSPR 6220. Social Issues and Public Policy. 3 Credits.**

In-depth exploration of the role of public relations and communication strategies in addressing social issues and influencing public policy.

### **PSPR 6222. Multicultural Marketing. 3 Credits.**

How brands have shifted their general or total market to be more culturally relevant in ethnic markets and successfully connect with underserved communities.

### **PSPR 6223. Public Opinion and Political Socialization. 3 Credits.**

The process by which people become engaged in public debates and politics; how they acquire and maintain attitudes, biases, and beliefs, and the decisions they make as a result. Discussion centers on the forces that influence public opinion and political socialization, including the power of the press and its impact on our major institutions. Prerequisites: PSPR 6201 and PSPR 6202.

**PSPR 6224. Global Public Relations Strategy and Practice. 3 Credits.**

Survey of the ways in which global public relations and public affairs strategies are developed and implemented, emphasizing the unique challenges arising from differences in language, culture, politics, and economics worldwide.

**PSPR 6225. Nonprofit and Association Communication Strategies. 3 Credits.**

Comprehensive examination of strategic communication strategies tailored to the unique needs and challenges of nonprofit associations.

**PSPR 6226. Digital Communication Platforms and Strategies. 3 Credits.**

Theories and approach to digital communications and review of major digital platforms used by companies, government agencies, nonprofits and associations to accomplish strategic communications goals and objectives.

**PSPR 6228. Communicating for Social Change. 3 Credits.**

Theories, strategies, and practical applications of communication for driving positive social change.

**PSPR 6229. Corporate Communications. 3 Credits.**

Comprehensive exploration of the principles, strategies, and practices of corporate communications within the context of contemporary organizational environments.

**PSPR 6230. Crisis and Issues Management. 3 Credits.**

The intersection of communications and policy disciplines, including environmental scanning, public policy analysis, public policy advocacy, strategic communications, media relations, grassroots mobilization, coalition management and corporate reputation management. How these issues work together to further the broad strategic goals of organizations.

**PSPR 6299. Capstone Research Project Proposal. 2 Credits.**

Prepares MPS in public relations and communications students to complete PSPR 6300, the culminating capstone course for the program. Prerequisites: PSPR 6201.

**PSPR 6300. Capstone Research Project. 2-3 Credits.**

Culminating experience for the MPS in public relations and communications program. Students select a client and use the skills and knowledge learned in the program to develop a comprehensive communications plan to address an issue. Prerequisites: PSPR 6201, PSPR 6204, PSPR 6205, and PSPR 6299.