

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 also may 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 Practice. 3 Credits.

Basic rules and strategies in public relations. Major trends, major firms, and types of business and expertise. Digital media and integrated media communications.

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.

Media relations from the perspective of public relations and public affairs; the state of contemporary media, both on- and offline, and its impact on commerce, politics, and the social contract; key factors influencing reportorial and editorial coverage of business, government, and nonprofit interests.

PSPR 6205. Fundamentals of Business and Management for Public Relations and Public Affairs. 3 Credits.

Fundamentals of business and management that can be applied to small, mid-size and large organizations, public relations agencies, and start-up consultancies.

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 Communications Methods and Practices. 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.

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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 and Public Affairs: Strategy and Practice. 3 Credits.

How global public relations strategies are developed and implemented to support advocacy efforts; communications theories that enable insight into challenges arising from differences in language, culture, politics, and economics worldwide.

PSPR 6225. Nonprofit and Association Communications Strategies. 3 Credits.

How communicators working in trade associations, nonprofit organizations, and labor unions become more effective in the planning and execution of their programs to achieve organizational goals.

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 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 6300. Capstone Research Project. 3 Credits.

Culminating experience for strategic public relations students, who select a topic of interest in an organization and use the skills and knowledge learned in the program to develop a comprehensive strategic communications plan to address the issue. Prerequisites: PSPR 6201, PSPR 6202, PSPR 6203, PSPR 6204, PSPR 6205, and PSPR 6206.