

Public Relations (P R)

P R 305 Fundamentals of Public Relations 3 Hours

An introduction to public relations history and practice.

P R 305S Introduction to Integrated Communication for Sports 3 Hours

Examination of the mass media industry in relation to the field of sports. Focus on the "off-the-field" industries of advertising, marketing, and public relations that impact sports; rights fees contracts; pre-game shows; gameday production; in-stadium activities; and press coverage.

P R 309 Introduction to Advertising and Public Relations Research 3 Hours

Introduction to concepts and methods of statistics, with emphasis on analyzing personal and group behaviors. Includes exploratory data analysis, correlation and regression, descriptive statistics, sampling distributions, confidence intervals, and hypothesis testing.

P R 111, 211, 311 Topics in Public Relations 1-3 Hours

P R 316 Creativity and American Culture 3 Hours

A cross-disciplinary view of the creative process and creative products. The conceptual core of film, fine arts, advertising, architecture, and literature.

P R 317 Writing for Public Relations 3 Hours

Introduction to writing skills for the media, including readability, clarity, verification, and style.

P R 119S, 219S, 319S, 419S, 519S, 619S, 719S, 819S, 919S Topics in Public Relations 1-9 Hours

This course is used to record credit the student earns while enrolled at another institution in a program administered by the University's Study Abroad Office. Credit is recorded as assigned by the study abroad adviser in the School of Advertising and Public Relations. University credit is awarded for work in an exchange program; it may be counted as coursework taken in residence. Transfer credit is awarded for work in an affiliated studies program.

P R 320 Integrated Communication for Nonprofit Organizations 3 Hours

Explores integrated communication and branding in a variety of nonprofit settings. Examines the strategic, integrated use of multiple communication approaches, including advertising, public relations, new media, promotions, sponsorships, and special events.

P R 321 Leadership and Ethics 3 Hours

Explores leadership, communication, ethics, and the ability to lead others ethically and effectively. Examine concepts and frameworks related to skills that are integral to ethical, effective leadership.

P R 322 Health Communication: Messages, Campaigns, and the Media 3 Hours

Covers the development of effective health messages, the design of health campaigns, and investigate the role of the media in influencing people's health and perceptions of health.

P R 323 Public Communication of Science and Technology 3 Hours

Explores the rapidly growing field of science communication. Examines the intersection of science, media, and society, focusing on media's impact on how people come to understand, perceive, and act relative to scientific issues. Special attention will be directed toward the strategic communication of science and maximizing scientists' engagement with public audiences.

P R 324 Communicating Sustainability 3 Hours

Focuses on persuasion in the context of environmental attitudes and behaviors. Explores how humans think about and interact with the environment, paying particular attention to climate change. Drawing on theory and examples, examines the challenges and opportunities that arise when people try to communicate about the environment and change individual attitudes and behaviors.

P R 129S, 229S, 329S, 429S, 529S, 629S, 729S, 829S, 929S Topics in Public Relations 1-9 Hours

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P R 332 Technology Marketing and Advertising 3 Hours

Explores case histories, interviews with leading technology advertising and marketing executives, and latest trends in digital advertising, both mobile and social, as well as its impact across marketing segments and industries.

P R 332C New Media Entrepreneurialism 3 Hours

Covers real life experience/exposure with a series of interviews with real-life practitioners from social media, venture capital, and others with expertise in the field. Explores important trends in digital content and digital business models; a primer for those who wish to learn about entrepreneurialism, technology, and it's intersection with media.

P R 332D Entrepreneurialism in Communication 3 Hours

Project-oriented exercise where small teams conceptualize a business idea in communications, curate the insights and opinions of fellow team members, and ultimately develop a business plan around their new endeavor. A panel of local entrepreneurs will provide feedback and critique.

P R 339K Digital Graphic Communication 3 Hours

Introduction to the fundamentals of good graphic design, as well as production basics. Develops digital design skills using industry-standard software, from print (Adobe InDesign, Photoshop, Illustrator) to motion (Adobe Premiere, AfterEffects) and interactive (HTML, CSS, WordPress). Assumes no prior knowledge.

P R 339L Brand Storytelling 3 Hours

Examination of how classic elements of storytelling, semiotics, and symbolism can be used to create and manage a modern brand's story and 'meaning'. Create visual, verbal, and video examples of brand storytelling that go beyond traditional advertising and public relations.

P R 341S Research in Sports Communication and Media 3 Hours

An introduction to advertising and public relations research and methodology for sports.

P R 348 Public Relations Techniques 3 Hours

Analysis and production of print, electronic, and oral messages to achieve organizational objectives; fundamentals of media relations; Internet applications.

P R 348S The Business of Sports Media 3 Hours

Examination of the business of sports-related media, including over-the-air television, cable, satellite television, print, radio, social media, and internet-based media, and the impact of such media on sports presentation and development, professional franchises, colleges, and conferences. Emphasis on how the business of sports media generates revenue and content, and the business models for each type of media, the challenges to such models, and the likely future changes to them.

P R 350, 650 Public Relations Internship 3,6 Hours

Internship to be arranged by student and approved by instructor.

P R 350S Internship in Sports Media 3 Hours

Practical work experience in sports media. Internship to be arranged by student and approved by instructor.

P R 151 Public Relations Internship 1 Hour

P R 352 Strategies in Public Relations 3 Hours

Strategies relating to public relations disciplines, including the management of external, internal, community, nonprofit, and media issues, and public relations marketing programs.

P R 353 Advertising and Public Relations Law and Ethics 3 Hours

P R 360 Business Foundations for Public Relations 3 Hours

Examine how communication professionals gain fluency in the language and issues of corporate/nonprofit organizations, discover how to build trust with C-suite leaders, and learn how to become strategic communications counselors for leadership.

P R 361 Creativity in Artificial Intelligence 3 Hours

Explore the intersection of artificial intelligence (AI) and creative processes. Examine how AI can enhance and augment human creativity in various domains such as art, music, writing, and design. Discuss the latest AI technologies and techniques used to generate innovative content. Analyze the ethical implications and societal impacts of AI-driven creativity. Learn the knowledge and skills to harness the power of AI to push the boundaries of human creativity.

P R 363 Immersive Media Studio 3 Hours

Explore the space of Immersive Technology. Conduct experimental projects over short periods of time and learn through discovery and sharing findings with others.

P R 364 Immersive Experiences 3 Hours

Develop an understanding of an audience, the language of development, and awareness of the affordances of each medium to use them effectively in designing immersive user experiences. Work on a real-world client project, which will also be prepared for entry into an immersive storytelling competition.

P R 365 Audience Development and Engagement 3 Hours

Examine the latest methods used to better understand audiences and their motivations. Explore new approaches and tools for engaging audiences in different content strategies, and what metrics can be used to measure their engagement in ways that prove valuable to content creators, marketers, and audiences.

P R 367 Integrated Communications Management 3 Hours

Public relations as a managerial problem-solving process; strategic management of programs to enhance public-organizational relationships.

P R 367E Experimental Storytelling 3 Hours

Working with real-world clients, examine design thinking and human-computer interaction techniques while ideating, synthesizing concepts, creating user experiences, and developing a proof of concept (PoC) exemplary towards becoming an experience designer.

P R 369 Social Media 3 Hours

Introduction to social networking platforms and their application in relation to media plans, brand building, and insights.

P R 377H Integrated Communications Campaigns: Honors 3 Hours

The concept of media mix; matching product, consumer, and media profiles; and the conception, research, planning, and execution of advertising campaigns. Special emphasis on advanced copywriting, layout, and production for print and broadcast media. Students usually participate in major national contests involving brand development in advertising strategies.

P R 377K Integrated Communications Campaigns 3 Hours

Integration of theory, research methods, and communication techniques for planning, implementing, and evaluating public relations campaigns; client proposal writing and presentation.

P R 377M Topics in Media Studies 3 Hours

Topics in media and its effects on advertising and public relations strategies.

P R 378 Advanced Topics in Public Relations 3 Hours

P R 378.21 Semester in Los Angeles: Entertainment Promotion, Press, and Public Relations 3 Hours

Consider the core disciplines of research, creative, distribution, advertising, publicity, and promotion as they apply to entertainment.

P R 378.3 Black Music and the Media 3 Hours

P R 378.37 Social Enterprise Branding 3 Hours

Focus on the development of strategic branding and communication for businesses focused on balancing purpose and profit. Explore components of brand identity and implementation as they relate to the success or failure of companies enacting social impact across a number of industries.

P R 378.38 Influencer Marketing 3 Hours

Identify, analyze, approach, manage, and measure business goals. Differentiate between attention and influence.

P R 378.39 Pop Star Activism 3 Hours

Engage with issues of diversity, political activism, public relations, and marketing communication through the lens of popular music.

P R 378.4 Health Communication: Theory and Practice 3 Hours

P R 378.41 Advertising Intelligence 3 Hours

Analyze how insights enhance decision making in advertising and public relations in areas such as campaign development, segmentation, positioning, product development, and promotion. Review advertising and public relations problems and processes in ways that will benefit from informed decision making.

P R 378.42 Issues in Black American Advertising and Public Relations 3 Hours

Explore cultural critiques of the advertising and public relationship industry related to historical and contemporary challenges involving representation, systemic injustice, stereotypes, and social responsibility involving the Black American experience.

P R 378.43 Digital Social Media Analytics 3 Hours

Explore cutting edge technologies that enable public relations and advertising professionals to better understand online conversations and audience behaviors. Examine how to recommend creative solutions for engaging key stakeholders. Determine how data, creative, and strategy intersect.

P R 378.6 Public Relations in Entertainment 3 Hours

P R 378S Special Topics in Sports Media 3 Hours

Topics in sports media related to issues in traditional and new media as they affect sports and entertainment advertising and public relations.

P R 378S.1 Advertising and Public Relations for Sports 3 Hours

P R 378S.10 Leadership and Administration in Sports Organizations 3 Hours

Designed to develop marketing skills related to events, programs, products, and facilities in the sports management field.

P R 378S.11 Sports and Social Media 3 Hours

Designed to provide an understanding of and experience with the components and best practices of social media, marketing, and communications as they relate to sports entities and the sports field as a whole.

P R 378S.12 Sports Audiences 3 Hours

An exploration of marketing innovations in sports to attract audiences, and the use of sports media by advertisers, sponsors, and other entities to target various customer groups.

P R 378S.13 Business of Sports Television 3 Hours

P R 378S.2 Legal Aspects of Sports and Media 3 Hours

P R 378S.3 Return on Investment of Sports Media 3 Hours

P R 378S.4 Analysis of Sports and Entertainment Audiences 3 Hours

P R 378S.5 Ethics and Social Issues in Sports Branding 3 Hours

P R 378S.6 Sports Audiences and Nontraditional Media 3 Hours

P R 378S.7 Contributions of Sports and Entertainment to Education and Health 3 Hours

P R 378S.8 College Sports Media 3 Hours

An examination of the history of college sports media, with an emphasis on the evolution of sports coverage from NCAA-controlled limited broadcasting of football and basketball, to present day intercollegiate athletics coverage available via multiple outlets.

P R 378S.9 Sports Contract Negotiation Techniques 3 Hours

Strategies and techniques for successfully negotiating contracts, with a special emphasis on the negotiation of sports contracts.

P R 179, 279, 379 Public Relations Problems 1-3 Hours

P R 391K Topics in Seminar in Public Relations 3 Hours

Survey and analysis of current public relations issues and practices.