P R - Public Relations

Public Relations: P R

Lower-Division Courses

P R 305. Fundamentals of Public Relations.

An introduction to public relations history and practice. Three lecture hours a week for one semester.

P R 305S. Introduction to Integrated Communication for Sports.

Same as Advertising 305S. 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. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 305S, 378 (Topic 7: Integrated Communication for Sports), Kinesiology 352K (Topic: Integrated Communication for Sports), Public Relations 305S.

P R 309. Introduction to Advertising and Public Relations Research.

Same as Advertising 309R. 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. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 309R, 378 (Topic: Introduction to Advertising and Public Relations Research), Public Relations 309, 378 (Topic: Introduction to Advertising and Public Relations Research).

P R 316. Creativity and American Culture.

Same as Advertising 316. A cross-disciplinary view of the creative process and creative products. The conceptual core of film, fine arts, advertising, architecture, and literature. Three lecture hours a week for one semester. Advertising 316 and Public Relations 316 may not both be counted.

P R 317. Writing for Public Relations.

Restricted to public relations majors. Introduction to writing skills for the media, including readability, clarity, verification, and style. Three lecture hours and one laboratory hour a week for one semester. Prerequisite: Advertising 305, 318J, or Public Relations 305 with a grade of at least C-.

Upper-Division Courses

P R 320. Integrated Communication for Nonprofit Organizations.

Same as Advertising 320. 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. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 320, 378 (Topic 17), Public Relations 320, 378 (Topic 5).

P R 321. Leadership and Ethics.

Same as Advertising 321. 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. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 321, 378 (Topic 11), Public Relations 321, 378 (Topic: Leadership and Ethics).

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

Same as Advertising 322. 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. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 322, 378 (Topic: Health Communication), Public Relations 322.

P R 323. Public Communication of Science and Technology.

Same as Advertising 323. 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. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 323, 378 (Topic: Public Comm of Science/Tech), Public Relations 323, 378 (Topic: Public Comm of Science/Tech).

P R 324. Communicating Sustainability.

Same as Advertising 324. 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. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 324, 378 (Topic: Communicating Sustainability), Public Relations 324, 378 (Topic: Communicating Sustainability).

P R 129S, 229S, 329S, 429S, 529S, 629S, 729S, 829S, 929S. Topics in Public Relations.

Enrollment in this course is 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 Department of Public Relations; transfer credit is awarded for work in an affiliated studies program. University credit is awarded for work in an exchange program; it may be counted as coursework taken in residence. May be repeated for credit when the topics vary. Offered on the letter-grade basis only.

P R 332. Technology Marketing and Advertising.

Same as Advertising 332. 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. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 332, 378 (Topic 23), Public Relations 332.

P R 332C. New Media Entrepreneurialism.

Same as Advertising 332C. 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. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 332C, 378 (Topic: New Media Entrepreneurialism), Public Relations 332C, 378 (Topic: New Media Entrepreneurialism).

P R 332D. Entrepreneurialism in Communication.

Same as Advertising 332D. 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. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 332D, 378 (Topic: Entrepreneurialism in Comm), Public Relations 332D.

P R 339K. Digital Graphic Communication.

Same as Advertising 339K. 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. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 339K, 378 (Topic: Digital Graphic Communication), Public Relations 339K, 378 (Topic: Digital Graphic Communication).

P R 339L. Brand Storytelling.

Same as Advertising 339L. 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. Three lecture hours a week for one semester Only one of the following may be counted: Advertising 339L, 378 (Topic: Brand Storytelling), Public Relations 339L, 378 (Topic: Brand Storytelling).

P R 341S. Research in Sports Communication and Media.

Same as Advertising 341S. An introduction to advertising and public relations research and methodology for sports. Three lecture hours a week for one semester. Prerequisite: Forty-five semester hours of college coursework.

P R 348. Public Relations Techniques.

Analysis and production of print, electronic, and oral messages to achieve organizational objectives; fundamentals of media relations; Internet applications. Three lecture hours a week for one semester. Prerequisite: Upper-division standing; Journalism 317 or Public Relations 317 with a grade of at least C-; and one of the following with a grade of at least C-: Advertising 305, 318J, or Public Relations 305.

P R 348S. The Business of Sports Media.

Same as Advertising 348S and Journalism 348G. 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. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 348S, 378 (Topic: The Business of Sports Media), Communication 325 (Topic: The Business of Sports Media), Journalism 348G, 349T (Topic: The Business of Sports Media), Public Relations 348S, 378 (Topic: The Business of Sports Media).

P R 350, 650. Public Relations Internship.

Restricted to public relations majors. Internship to be arranged by student and approved by instructor. For 350, an average of 12 hours of work a week, for a total of 180 hours a semester. For 650, an average of 24 hours of work a week, for a total of 360 hours a semester. Offered on the pass/fail basis only. Prerequisite: Advertising 344K, 345J, and Public Relations 348 with a grade of at least C- in each and a University GPA of 2.0.

P R 350S. Internship in Sports Media.

Same as Advertising 350S. Restricted to Texas Program in Sports and Media students. Practical work experience in sports media. Internship to be arranged by student and approved by instructor. The equivalent of three lecture hours a week for one semester. May not be counted toward the Bachelor of Science in Advertising or the Bachelor of Science in Public Relations degrees. Offered on the pass/fail basis only. Prerequisite: Upper-division standing; a University grade point average of at least 2.0; Advertising 305S or Public Relations 305S; and three additional hours from the Sports Media Certificate approved coursework list.

P R 151. Public Relations Internship.

Designed for students who have completed a three-semester-hour internship in public relations. Internship and discussion hours to be arranged. Offered on the pass/fail basis only. Prerequisite: Public Relations 350 or 650; consent of the public relations internship coordinator; and completion of the major requirements for enrollment in an internship course.

P R 352. Strategies in Public Relations.

Restricted to public relations majors. Strategies relating to public relations disciplines, including the management of external, internal, community, nonprofit, and media issues, and public relations marketing programs. Three lecture hours a week for one semester. Prerequisite: Public Relations 348 with a grade of at least C-.

P R 353. Advertising and Public Relations Law and Ethics.

Same as Advertising 353. Restricted to advertising and public relations majors. The equivalent of three lecture hours a week for one semester. Advertising 353 and Public Relations 353 may not both be counted. Prerequisite: Advertising 305, 318J, or Public Relations 305 with a grade of at least C-; and consent of instructor.

P R 360. Business Acumen.

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. Three lecture hours a week for one semester. Offered on the letter-grade basis only. Prerequisite: Public Relations 352 with a grade of at least C-.

P R 364. Immersive Experiences.

Same as Advertising 364. 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. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 364, 378 (Topic: Immersive Experiences), Public Relations 364, 378 (Topic: Immersive Experiences). Prerequisite: Forty-five semester hours of college coursework and consent of instructor.

P R 365. Audience Development and Engagement.

Same as Advertising 365. 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. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 365, 378 (Topic: Audience Development & Engagement), Public Relations 365, 378 (Topic: Audience Development

& Engagement). Prerequisite: Forty-five semester hours of college coursework and consent of instructor.

P R 367. Integrated Communications Management.

Public relations as a managerial problem-solving process; strategic management of programs to enhance public-organizational relationships. Three lecture hours a week for one semester. Advertising 370J and Public Relations 367 may not both be counted. Prerequisite: Advertising 344K, 345J, and Public Relations 348 with a grade of at least C- in each; Marketing 320F or 337 with a grade of at least C-.

P R 367E. Experimental Storytelling.

Same as Advertising 367. 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. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 367, 378 (Topic: Experimental Storytelling), Public Relations 367E, 378 (Topic: Experimental Storytelling). Prerequisite: Forty-five semester hours of college coursework and consent of instructor.

P R 369. Social Media.

Same as Advertising 369. Introduction to social networking platforms and their application in relation to media plans, brand building, and insights. Three lecture hours a week for one semester Only one of the following may be counted: Advertising 369, 378 (Topic: Social Media), Public Relations 369, 378 (Topic: Social Media). May be taken two times for credit. May be repeated for credit. Offered on the letter-grade basis only. Prerequisite: Upper-division standing and consent of instructor.

P R 377H. Integrated Communications Campaigns: Honors.

Restricted to students in the Advertising or Public Relations Honors Program. 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. Three lecture hours a week for one semester, with additional hours to be arranged. Only one of the following may be counted: Advertising 373, 373H, Public Relations 377H, 377K. Offered on the letter-grade basis only. Prerequisite: Upper-division standing, Advertising 370J with a grade of at least C- or Public Relations 367 with a grade of at least C-, a University grade point average of at least 3.50, admission to the Advertising or Public Relations Honors Program, and consent of the undergraduate adviser.

P R 377K. Integrated Communications Campaigns.

Integration of theory, research methods, and communication techniques for planning, implementing, and evaluating public relations campaigns; client proposal writing and presentation. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 373, 373H, Public Relations 377H, 377K. Prerequisite: Public Relations 367 with a grade of at least C-.

P R 377M. Media Studies.

Topics in media and its effects on advertising and public relations strategies. The equivalent of three lecture hours a week for one semester; additional hours may be required for some topics. Advertising 377M and Public Relations 377M may not both be counted unless the topics vary. May be repeated for credit when the topics vary. Prerequisite: Varies with the topic.

P R 378. Advanced Studies in Public Relations.

Three lecture hours a week for one semester. May be repeated for credit when the topics vary. Prerequisite: Prerequisites vary with the topic.

Topic 3: Black Music and the Media.
Topic 4: Health Communication: Theory and Practice.
Topic 6: Public Relations in Entertainment.
Topic 21: Semester in Los Angeles: Entertainment Promotion, Press, and Public Relations. Same as Advertising 378 (Topic 21). Restricted to students admitted to the Semester in Los Angeles Program. Consider the core disciplines of research, creative, distribution, advertising, publicity, and promotion as they apply to entertainment. Only one of the following may be counted: Advertising 378 (Topic: Entrtnmnt Prss/Publc Reltn-L A), 378 (Topic 21), Public Relations 378 (Topic: Entrtnmnt Prss/Publc Reltn-L A), 378 (Topic 21).
Topic 37: Social Enterprise Branding. Same as Advertising 378 (Topic 37). 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. Only one of the following may be counted: Advertising 378 (Topic: Social Enterprise Branding), 378 (Topic 37), Public Relations 378 (Topic: Social Enterprise Branding), 378 (Topic 37).
Topic 38: Influencer Marketing. Same as Advertising 378 (Topic 38). Identify, analyze, approach, manage, and measure business goals. Differentiate between attention and influence. Only one of the following may be counted: Advertising 378 (Topic: Influencer Marketing), 378 (Topic 38), Public Relations 378 (Topic: Influencer Marketing), 378 (Topic 38).
Topic 39: Pop Star Activism. Same as Advertising 378 (Topic 39). Engage with issues of diversity, political activism, public relations, and marketing communication through the lens of popular music. Only one of the following may be counted: Advertising 378 (Topic: Pop Star Activism), 378 (Topic 39), Public Relations 378 (Topic: Pop Star Activism), 378 (Topic 39).
Topic 41: Advertising Intelligence. Same as Advertising 378 (Topic 41). 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. Only one of the following may be counted: Advertising 378 (Topic: Advertising Intelligence), 378 (Topic 41), Public Relations 378 (Topic: Advertising Intelligence), 378 (Topic 41).
Topic 42: Issues in Black American Advertising and Public Relations. Same as Advertising 378 (Topic 42). 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. Only one of the following may be counted: Advertising 378 (Topic: Issues in Black American AD/PR), 378 (Topic 42), Public Relations 378 (Topic: Issues in Black American AD/PR), 378 (Topic 42).
Topic 43: Digital Social Media Analytics. Same as Advertising 378 (Topic 43). 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. Only one of the following may be counted: Advertising 378 (Topic: Digital Social Media Analytics), 378 (Topic 43), Public Relations 378 (Topic: Digital Social Media Analytics), 378 (Topic 43).

P R 378S. Special Topics in Sports Media.

Topics in sports media related to issues in traditional and new media as they affect sports and entertainment advertising and public relations. The equivalent of three lecture hours a week for one semester. Advertising 378S and Public Relations 378S may not both be counted unless the topics vary. May be repeated for credit when the topics vary.

Topic 1: Advertising and Public Relations for Sports. Same as Advertising 378S (Topic 1). Three lecture hours a week for one semester. Advertising 378S (Topic 1) and Public Relations 378S (Topic 1) may not both be counted.
Topic 2: Legal Aspects of Sports and Media. Same as Advertising 378S (Topic 2). Three lecture hours a week for one semester. Advertising 378S (Topic 2) and Public Relations 378S (Topic 2) may not both be counted.
Topic 3: Return on Investment of Sports Media. Same as Advertising 378S (Topic 3). Three lecture hours a week for one semester. Advertising 378S (Topic 3) and Public Relations 378S (Topic 3) may not both be counted.
Topic 4: Analysis of Sports and Entertainment Audiences. Same as Advertising 378S (Topic 4). Three lecture hours a week for one semester. Advertising 378S (Topic 4) and Public Relations 378S (Topic 4) may not both be counted.
Topic 5: Ethics and Social Issues in Sports Branding. Same as Advertising 378S (Topic 5). Three lecture hours a week for one semester. Advertising 378S (Topic 5) and Public Relations 378S (Topic 5) may not both be counted.
Topic 6: Sports Audiences and Nontraditional Media. Same as Advertising 378S (Topic 6). Three lecture hours a week for one semester. Advertising 378S (Topic 6) and Public Relations 378S (Topic 6) may not both be counted.
Topic 7: Contributions of Sports and Entertainment to Education and Health. Same as Advertising 378S (Topic 7). Three lecture hours a week for one semester. Advertising 378S (Topic 7) and Public Relations 378S (Topic 7) may not both be counted.
Topic 8: College Sports Media. Same as Advertising 378S (Topic 8). 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.
Topic 9: Sports Contract Negotiation Techniques. Same as Advertising 378S (Topic 9). Strategies and techniques for successfully negotiating contracts, with a special emphasis on the negotiation of sports contracts.
Topic 10: Leadership and Administration in Sports Organizations. Same as Advertising 378S (Topic 10). Designed to develop marketing skills related to events, programs, products, and facilities in the sports management field.
Topic 11: Sports and Social Media. Same as Advertising 378S (Topic 11). 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.
Topic 12: Sports Audiences. Same as Advertising 378S (Topic 12). 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.
Topic 13: Business of Sports Television. Same as Advertising 378S (Topic 13). Only one of the following may be counted: Advertising 378 (Topic: Business of Sports Television), 378S (Topic: Business of Sports Television), 378S (Topic 13), Public Relations 378 (Topic: Business of Sports Television), 378S (Topic: Business of Sports Television), 378S (Topic 13).

P R 179, 279, 379. Public Relations Problems.

Individual instruction. Prerequisite: Written consent of instructor received prior to registering.

Graduate Courses

P R 391K. Seminar in Public Relations.

Survey and analysis of current public relations issues and practices. Three lecture hours a week for one semester. May be repeated for credit when the topics vary. Prerequisite: Graduate standing.

Professional Courses