Spring Session 2014 with Media and Communication Studies: Special Topics

MCS 370 (Section 02): Modern Public Relations

Tuesdays, 7:10 PM to 9:40 PM

Instructor: Paul Eagle

Course Number: 7407

This course is designed to introduce students to the new rules of public relations engagement using traditional and social media in the non-profit, corporate and agency worlds. Students will examine real-life case studies and crisis communications strategies; analyze topical public relations issues; and review the industry's code of ethics. The course will also touch on how to find public relations internships, build a portfolio, polish interview skills and apply for jobs in the industry.