

MKT2418 : Fundamentals of Public Relations

The Fundamentals of Public Relations course focuses on the use of technology, created content, distribution, and new media in contemporary public relations. Students will learn how companies, organizations, and brands use traditional and new media to align their business objectives with their communications strategies. The course examines organizations'™ ways of managing various forms of media to communicate specific messages to distinct audiences. Students will develop a listening process to understand how the public perceives brands in the online community. This course will also present new technologies to reach consumers creatively and show students how to become the creative bridges between a business or brand and its consumers.

Credits 4