

# NMJ650 : Public Relations and Reputation Management

The Public Relations and Reputation Management Course addresses the ethical responsibilities of multimedia journalists as they apply to story development, audience reaction, story evolution, and personal and organizational message control. Students learn how consumers absorb, act, and react upon news based on media format and content emphasized in that format. The course also provides an overview of the media industry landscape, examining how the different players interact and how they balance being news gatherers and content creators for the purpose of generating revenue from the content.

**Credits** 4