

# PBR510 : Public Relations in a Digital World

In the Public Relations in a Digital World Course, students will examine the dramatic impact of the Internet and a 24/7 media environment on the public relations (PR) process. Students will examine how the Internet and digital media have influenced not only the development of the PR profession but how PR is planned, distributed, and controlled. Through the development of the course, students will explore the role of PR across various departments within an organization and how a public relations team responds to a range of circumstances and priorities. By examining how PR is used to address a variety of strategic communication requirements and organizational goals, students will leave the course with a foundation for further exploration of these initiatives in a dynamic business environment.

**Credits** 3

**Course Length** 4 weeks