

## PBR610 : Media Relations

Journalists have traditionally provided PR professionals with an opportunity to have their story told to a large audience by a trusted source. In the Media Relations Course, students will consider who the journalist is in the digital space and how the traditional objective for a journalist has changed as a result of the Internet and participatory media. Students will explore how a public relations professional must understand their media community and the best way to engage with the media in a professional manner to achieve their public relations goals. Students will examine how to engage both the advocates and skeptics of their organization with the media; they will also learn how to leverage their community's subject matter experts to represent their mission with authority.

**Credits** 3