

PBR620 : Events Marketing and Production

Today's public relations professionals often create thematic events to generate buzz, build excitement, and stir interest for their professional community. From press conferences to flash mobs, digital media plays a critical role in ensuring that events are well publicized and organized. In the Events Marketing and Production Course, students will explore the role of public and digital events that support PR efforts and how these events generate awareness for their clients and/or company. Students will examine how PR is used to support and enhance events such as trade shows, product launches, and press conferences. Students will also consider the roll of meet-ups, digital presentations, mobile apps, and other initiatives that enhance the effect of both digital and real-world interactions.

Credits 3