

Public Relations (PR)

Course information contained within the Bulletin is accurate at the time of publication in June 2025 but is subject to change. For the most up-to-date course information, please refer to the Course Catalog.

PR 1101. PRactical Grammar for Public Communications. 3 Credit Hours.

In this course, students are taught the basics of grammar, sentence structure, punctuation and word usage; these basic skills are foundational to majoring in pursuits that involve extensive writing, such as public relations, journalism and other communications studies. By the end of this course, a proficiency in the mechanics of writing will provide students with the skills to perform well in the more advanced level writing required throughout their collegiate career.

Repeatability: This course may not be repeated for additional credits.

PR 1112. Communicating Leadership. 3 Credit Hours.

This course will introduce you to leadership studies from a communication perspective. Through all course activities (e.g., readings, discussion, and case studies) you will gain a broad understanding of how leadership emerges and is enacted on a daily basis through communication. NOTE: Students cannot receive credit for this course if they have successfully completed STRC 1112.

Repeatability: This course may not be repeated for additional credits.

PR 1496. News Writing and Media Relations. 3 Credit Hours.

This writing-intensive course focuses on the fundamentals of writing for various forms of news media, including print and electronic. Use of AP Style is taught and required. NOTE: Required course for all students in the Public Relations major. A grade of C or higher is required in order to take upper-level PR courses. WI designated.

Course Attributes: WI

Repeatability: This course may not be repeated for additional credits.

PR 1552. Introduction to Public Relations. 3 Credit Hours.

Overview of public relations careers, skills and responsibilities. Intended for both those who are considering a PR career and those planning to enter any field that deals with the public. NOTE: Students cannot receive credit for this course if they have successfully completed STRC 2552.

Repeatability: This course may not be repeated for additional credits.

PR 2440. Special Topics in Public Relations. 3 Credit Hours.

This course focuses on subject matter not covered by regular departmental courses. Topics announced in advance.

Repeatability: This course may be repeated for additional credit.

PR 2551. Research Methods. 3 Credit Hours.

This is a basic course in applied research for planning and evaluating communication campaigns.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C in PR 1552.

PR 2661. Communicating Organizational Change. 3 Credit Hours.

In this course, we will analyze the forces that drive individuals, teams, and organizations to change. We will examine a range of theoretical concepts and practices of leading change in organizational, community, political and global contexts. We will examine impediments to change. NOTE: Students cannot receive credit for this course if they have successfully completed STRC 2661.

Repeatability: This course may not be repeated for additional credits.

PR 2662. Leading Groups and Team Building. 3 Credit Hours.

Teams, and small groups, are an essential element of work and social life; we are constantly asked to cooperate, coordinate, and collaborate. While teamwork can be a productive, immensely satisfying and rewarding experience, too often it falls short of meeting our expectations. This class introduces students to the small group communication theories and principles that provide the basis for both understanding team building and becoming a productive group member and leader. Through (1) the study of small group communication theory, (2) the evaluation of teams in practice (from mountain climbing to virtual work teams), and (3) analyzing students' own group experiences, students will develop the communication and analytic skills necessary to make teamwork work for you. NOTE: Students cannot receive credit for this course if they have successfully completed STRC 2662.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C (except where noted) in (Complete the following: (CSI 1111 or 'Y' in CRCO01), (PR 1112 or 'Y' in CRPR02), (PR 1101 or 'Y' in CRPR01), (PR 1496 or 'Y' in CRPR03), and (PR 1552 or 'Y' in CRPR04) or CMST 2111 (C- or higher))

PR 2672. Global Communication and Leadership. 3 Credit Hours.

This course focuses on communication processes and issues that arise in multinational and global organizations. This course explores the relationship among culture, communication, technology, and ways of organizing across national contexts and in different types of organizations (nonprofit, voluntary, civic, governmental, small business and corporate systems). The communicative and ethical dimensions of international organizing are addressed.

NOTE: Students cannot receive credit for this course if they have successfully completed STRC 2672.

Repeatability: This course may not be repeated for additional credits.

PR 2701. Public Relations Theory. 3 Credit Hours.

Using a critical lens, this course shall enable students to explore practical public relations problems and opportunities influencing the field through application of public relations theory.

Repeatability: This course may not be repeated for additional credits.

PR 3096. Public Relations Writing. 3 Credit Hours.

This designated Writing-Intensive course explores all aspects of writing for public relations, including news releases, newsletter and brochure copy, speech writing, writing for websites and digital media, writing for internal audiences, understanding campaign planning and evaluation, and more.

Course Attributes: WI

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C in (PR 1496 or 'Y' in CRPR03), (PR 1552 or 'Y' in CRPR04), and (PR 1101 or 'Y' in CRPR01)

PR 3101. Digital Media, Social Media, Audience Analytics for Public Relations. 3 Credit Hours.

One of the most critical skills in modern public relations is a strong understanding of the tools measuring digital marketing performance, the key metrics and their meaning. You will need to know how to analyze the data, find the story in the data and present the data story in a compelling way. This course will provide students with the basics of digital tools and the key metrics analyzed for communication disciplines. Students will learn some of the most common digital tools in the industry, and become better prepared for the modern communication world.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C in (CSI 1111 or 'Y' in CRCO01), (PR 1112 or 'Y' in CRPR02), (PR 1101 or 'Y' in CRPR01), (PR 1496 or 'Y' in CRPR03), (PR 1552 or 'Y' in CRPR04), and (PR 2551, STRC 2551, or 'Y' in CRPR05)

PR 3201. Law and Ethics in Public Relations. 3 Credit Hours.

Law and ethics are crucial components of public relations practice. This course explores and supplies you with critical knowledge of these areas through theoretical perspectives; examination of essential and relevant law impacting professional communicators; analyses of ethical issues public relations professionals and organizational and community leaders confront; exploration of guidelines for remaining in compliance with the law; discussions and case studies of ethical reasoning and practical, philosophical and theoretical concerns affecting everyday matters of moral choice and of moral judgment; and current trends on these topics in the media and public relations.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C in (CSI 1111 or 'Y' in CRCO01), (PR 1112 or 'Y' in CRPR02), (PR 1101 or 'Y' in CRPR01), (PR 1496 or 'Y' in CRPR03), (PR 1552 or 'Y' in CRPR04), (PR 2551 (may be taken concurrently) or 'Y' in CRPR05), (PR 2662 (may be taken concurrently) or 'Y' in CRPR06), and (PR 2701 (may be taken concurrently) or 'Y' in CRPR07)

PR 3202. Diversity and Public Relations. 3 Credit Hours.

The growing importance of issues surrounding diversity and the ever-changing media landscape have become imperative in the practice of public relations. This course explores and supplies you with critical knowledge of these areas through analyses of diversity and media issues public relations professionals and firms confront; theoretical perspectives on the various dimensions of diversity and its value in public relations; practical application of strategies to manage the shifting media landscape; and both discussions and case studies of current trends on these topics.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C in (CSI 1111 or 'Y' in CRCO01), (PR 1112 or 'Y' in CRPR02), (PR 1101 or 'Y' in CRPR01), (PR 1496 or 'Y' in CRPR03), (PR 1552 or 'Y' in CRPR04), (PR 2551 (may be taken concurrently) or 'Y' in CRPR05), (PR 2662 (may be taken concurrently) or 'Y' in CRPR06), and (PR 2701 (may be taken concurrently) or 'Y' in CRPR07)

PR 3301. Industry Essentials for Public Relations. 1.5 or 2 Credit Hour.

This intense seven-week course is designed to provide a foundational knowledge on essential business topics from a strategic public relations perspective including economics and economic indicators, financial statements, the law and corporate disclosure, corporate social responsibility, and corporate reputation, among others. Please note this is a required course. If students take it for 2 credits, they will need to take a 1 credit elective or add 1 credit to the Field Experience course to fulfill graduation requirements.

Course Attributes: SI

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C in (CSI 1111 or 'Y' in CRCO01), (PR 1112 or 'Y' in CRPR02), (PR 1101 or 'Y' in CRPR01), (PR 1496 or 'Y' in CRPR03), (PR 1552 or 'Y' in CRPR04), (PR 2551 or 'Y' in CRPR05), (PR 2662 (may be taken concurrently) or 'Y' in CRPR06), and (PR 2701 (may be taken concurrently) or 'Y' in CRPR07)

PR 3302. Crisis Communication. 1.5 or 3 Credit Hour.

This course is designed to provide a foundational knowledge on essential crisis communication practices and techniques from a strategic public relations perspective including understanding the differences between a crisis and an emergency, risk assessment, legal restrictions and implications, and how a crisis can affect operations, employee morale and productivity, business relationships, stock price and corporate reputation, among others. Both the perspectives of practitioners and academics will be presented.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C in (CSI 1111 or 'Y' in CRCO01), (PR 1112 or 'Y' in CRPR02), (PR 1101 or 'Y' in CRPR01), (PR 1496 or 'Y' in CRPR03), (PR 1552 or 'Y' in CRPR04), (PR 2551 (may be taken concurrently) or 'Y' in CRPR05), (PR 2662 (may be taken concurrently) or 'Y' in CRPR06), (PR 2701 (may be taken concurrently) or 'Y' in CRPR07), and (PR 3096 or 'Y' in CRPR08)

PR 3401. Sports Media Relations. 3 Credit Hours.

This course teaches all aspects of media interaction, specifically public relations and advertising, in the sports industry. Students explore careers in sports media relations, learning the writing, statistical and communication skills needed to work for a sports agency, sports public relations agency, a sports organization or institution. The course focuses on the cultural, business, and audience issues involving professional representation and sports coverage, including race, gender, and ethics.

Repeatability: This course may not be repeated for additional credits.

PR 3403. Digital and Social Media in Sport. 3 Credit Hours.

This course provides a comprehensive exploration into digital and social media within the sports industry. Designed for students aspiring to excel in sports media and public relations, the curriculum covers strategic communication techniques, the role of digital platforms in shaping public perception, and the management of digital content. Students will learn how to leverage social media tools to enhance fan engagement, handle crisis communications, and maintain a positive image for athletes and organizations. Through practical assignments, case studies, and interactive discussions, participants will gain the skills needed to navigate the complexities of media relations in the fast-paced sports environment. This course prepares students for roles as media relations specialists, digital content managers, and strategic communication advisors in various sports contexts.

Repeatability: This course may not be repeated for additional credits.

PR 3440. Special Topics in Public Relations. 3 Credit Hours.

Subject matter not covered by regular departmental course offerings. Topics announced in advance.

Repeatability: This course may be repeated for additional credit.

PR 3582. Independent Study in Public Relations. 1 to 3 Credit Hour.

Arranged each semester. Arrange through the Director of the Public Relations major.

Repeatability: This course may be repeated for additional credit.

PR 3587. Public Relations Field Experience. 1 to 3 Credit Hour.

The Public Relations Field Experience complements the PR student's formal education. For many students, the Field Experience is the first opportunity to gain experience in a communication career path. The Field Experience should acquaint students with actual professional practices in their disciplines. The Field Experience offers students the first on-site opportunity to learn about some of the realities of working in the communications field they are planning to pursue as a possible career path. The Field Experience will occur before the internship (PR 4285).

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C in (CSI 1111 or 'Y' in CRCO01), (PR 1112 or 'Y' in CRPR02), (PR 1101 or 'Y' in CRPR01), (PR 1496 or 'Y' in CRPR03), (PR 1552 or 'Y' in CRPR04), (PR 2551 or 'Y' in CRPR05), (PR 2662 or 'Y' in CRPR06), and (PR 2701 (may be taken concurrently) or 'Y' in CRPR07)

PR 4102. Public Relations Portfolio. 3 Credit Hours.

Public Relations Portfolio is a course in which students develop and complete their portfolios to position them for career opportunities following graduation. The course is intended to take all of the student's work in the public relations field (including previous internships, freelance work and relevant employment) to produce professional-level public relations portfolios that reflect mastery of public relations strategy and tactical execution. Work is prepared and evaluated against the highest industry standards. Professional presentation beyond the portfolio, such as the resume, job search, and interview, will also be addressed along with social media positioning strategies and developing a working knowledge of technical presentation tools.

Class Restrictions: Must be enrolled in one of the following Classes: Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

Repeatability: This course may not be repeated for additional credits.

PR 4202. PR-Driven Corporate Sponsorship. 3 Credit Hours.

This course will examine elements of corporate sponsorship and sponsorship marketing, including understanding how sponsorship supports organizational and business goals, evaluating sponsorship proposals, leveraging sponsorships to internal and external audiences, and working with the media.

Repeatability: This course may not be repeated for additional credits.

PR 4285. Internship in Public Relations. 1 to 3 Credit Hour.

Organized professional work under supervision in public relations organization. NOTE: To register for this internship, you must be a major in Public Relations, have Junior or Senior status and permission of the PR Internship Director. Minimum GPA of 3.0 in the major. A grade of C or higher is required in order to count toward graduation.

Field of Study Restrictions: Must be enrolled in one of the following Fields of study: Public Relations.

Class Restrictions: Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

Repeatability: This course may be repeated for additional credit.

PR 4440. Special Topics in Public Relations. 3 Credit Hours.

Subject matter not covered by regular departmental course offerings. Topics announced in advance.

Repeatability: This course may be repeated for additional credit.

PR 4501. Public Relations Capstone. 3 Credit Hours.

Public relations management principles are applied to solve organizational problems and maximize opportunities. Study of trends in public relations and issues management. An applied project will enable students to use the skills taught in this course in order to address a variety of audiences, including investors, employees, the community, government, and consumers. Use of AP Style is required. NOTE: Students cannot receive credit for this course if they have successfully completed STRC 4859.

Department Restrictions: Must be enrolled in one of the following Departments: KCMC:Adv and Public Relations.

Field of Study Restrictions: Must be enrolled in one of the following Fields of study: Public Relations.

Class Restrictions: Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C in (PR 1496 or 'Y' in CRPR03), (PR 1552 or 'Y' in CRPR04), and (PR 3096 or 'Y' in CRPR08)

PR 4502. Innovations in Public Relations. 3 Credit Hours.

Innovations in Public Relations examines how technological advancements and issues associated with them are impacting the field and communication with publics. The course focuses on potential significant changes in the way public relations professionals create messages and use storytelling to influence attitudes and behaviors. These changes include areas such as artificial intelligence, deep fake technology, social media and disinformation. This course also addresses the ethical issues related to these changes.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C in (PR 3096 or 'Y' in CRPR08), (PR 3101 or 'Y' in CRPR09), (PR 3201 or 'Y' in CRPR10), (PR 3202 or 'Y' in CRPR11), PR 3301, (PR 3302 or 'Y' in CRPR12), and PR 3587 (may be taken concurrently)

PR 4571. International Studies in Media and Communication. 1 to 6 Credit Hour.

This course is an immersive study of media and communication institutions, practices, norms, societal, governmental, and legal structures in a culture outside of the U.S. that is conducted during a Klein GO! program. Klein faculty lead students, while living abroad, in media consumption, in comparative analysis and evaluation of media and non-mediated communication, in interaction with local media and communication leaders in the program location. The specific aspects of media and communication to be covered will vary from city to city, and semester to semester, depending on the events of the day. Available only to student participating in a Klein GO! Program.

Repeatability: This course may be repeated for additional credit.