

# SLMC 311: Basic PR Writing

This course is designed to teach professional-quality techniques for writing to persuade in multiple public relations formats, including news releases, news advisories, features, backgrounders, pitch letters and other public relations writing formats in a multi-media environment.

**Credits:** 3

**Prerequisites/Permissions:**

MJFC 100 Fundamentals of Journalism, SLMC 210 Intro. to Strategic Communication.

**Program:**

## Strategic, Legal & Management Communication

### COURSE DESCRIPTIONS