

# SLMC 312: Advanced PR Writing

This course is designed to build upon the skills and knowledge a student gained in Public Relations Writing I (Basic PR Writing). Students will develop professional-level writing skills with a special emphasis on writing controlled communications, such as speeches, newsletters, pitch letters, public service announcements, brochures and social media tactics, as a part of a strategic communications plan.

**Credits:** 3

**Prerequisites/Permissions:**

SLMC 311

**Program:**

## Strategic, Legal & Management Communication

### COURSE DESCRIPTIONS