

# SLMC 313: Public Affairs Planning & Management

This course is designed to introduce students to the tools and techniques of public affairs campaign planning and management in a team environment. The course focuses on the branch of public relations that seeks to effect policy change through legislative, regulatory and executive action. It also builds on students' previous studies of communications theory, reinforces their understanding of the ethical underpinnings of sound public relations practice and engages them in campaign planning while working in teams.

**Credits:** 3

**Prerequisites/Permissions:**

SLMC 311 Basic PR Writing.

**Program:**

## Strategic, Legal & Management Communication

### COURSE DESCRIPTIONS