SLMC 211: 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, SLMC 210

Program:

Strategic, Legal & Management Communication

COURSE DESCRIPTIONS

1 2023-2024