

# PUBLIC RELATIONS (P R)

**Any experimental courses offered by P R can be found at:**

registrar.iastate.edu/faculty-staff/courses/explistsings/ (<http://www.registrar.iastate.edu/faculty-staff/courses/explistsings/>)

**Courses primarily for undergraduates:**

## **P R 220: Principles of Public Relations**

(3-0) Cr. 3.

Introduction to public relations in business, government and non-profit organizations; functions, processes, and management; ethics, public opinion and theory.

## **P R 301: Research and Strategic Planning for Advertising and Public Relations**

(Cross-listed with ADVRT). (3-0) Cr. 3.

*Prereq: ADVRT 230 or P R 220*

The use of primary and secondary research for situations, organizations and the public. Formation and development of strategic plans for public relations and advertising students.

## **P R 305: Publicity Methods**

(3-0) Cr. 3.

*Prereq: ENGL 250, Sophomore classification*

Communication and publicity fundamentals and the use of media for publicity purposes. Not available to Greenlee School majors.

## **P R 321: Public Relations Writing**

(2-2) Cr. 3.

*Prereq: JL MC 110 and minimum of C+ in JL MC 201; ADVRT/P R 301 credit or concurrent enrollment.*

Developing and writing public relations materials with an emphasis on media relations and news. Techniques addressed include media kits, brochures, newsletters, digital media and speeches.

## **P R 390: Professional Skills Development**

(Cross-listed with ADVRT, JL MC). Cr. 1-3. Repeatable, maximum of 6 credits. F.S.

*Prereq: Minimum of C+ in JL MC 201; other vary by topic. Instructor permission for non-majors.*

Check with Greenlee School for course availability.

## **P R 391: Short Course Intensive**

(Cross-listed with ADVRT, JL MC). Cr. 1-3. Repeatable, maximum of 6 credits.

Focused short courses on timely concepts. Check with Greenlee School for course availability. Offered on a satisfactory-fail basis only.

## **P R 420: Crisis Communication**

(3-0) Cr. 3.

*Prereq: P R 220*

Public relations strategies and tactics for crisis situations to protect and recover an organization's reputation: public behavior in crisis, crisis assessment, crisis communication plan, media training for leaders and spokespersons, apology strategy, corporate social responsibility, rumor in social media and reputation management.

## **P R 424: Public Relations Campaigns**

(3-0) Cr. 3.

*Prereq: Minimum of C+ in P R 321; ADVRT/P R 301.*

Developing public relations and public information campaigns for business and social institutions.

## **P R 490: Independent Study in Communication**

Cr. arr.

*Prereq: Junior classification and contract with supervising professor to register.*

Projects during which students may study problems associated with a medium, a professional specialization, a philosophical or practical concern, a reportorial method or writing technique, or a special topic in their field. Credit is not given for working on student or professional media without an accompanying research component. No more than 3 credits of ADVRT/JLMC/PR 490 may be used toward a degree in the Greenlee School.

## **P R 497: Special Topics in Communication**

(Cross-listed with ADVRT, JL MC). Cr. 1-3. Repeatable, maximum of 6 credits.

*Prereq: Junior classification. See Schedule of Classes for possible pre-requisites.*

Seminars or one-time classes on topics of relevance to students in communication.

## **P R 499: Professional Media Internship**

Cr. 1-3. F.S.SS.

*Prereq: JL MC majors: JL MC 110 and minimum of C+ in JL MC 302 or JL MC 303; ADVRT majors: JL MC 110, ADVRT/P R 301 and minimum of C+ in JL MC 201; P R majors: JL MC 110, ADVRT/P R 301 and minimum of C+ in P R 321. All students, formal faculty advisor approval.*

See ADVRT/JL MC/P R 499A or 499B. Offered on a satisfactory-fail basis only.

**P R 499A: Professional Media Internship: Required**

Cr. 3. F.S.SS.

*Prereq: JL MC majors: JL MC 110 and minimum of C+ in JL MC 302 or JL MC 303; ADVRT majors: JL MC 110, ADVRT/P R 301 and minimum of C+ in JL MC 201; P R majors: JL MC 110, ADVRT/P R 301 and minimum of C+ in P R 321. All students, formal faculty advisor approval.*

Initial, required internship. A 400-hour (for 3 credits) internship in the student's specialization. Assessment based on employer evaluations, student reports and faculty reviews. Available only to Greenlee School majors. Offered on a satisfactory-fail basis only.

**P R 499B: Professional Media Internship: Optional**

Cr. 1-3. F.S.SS.

*Prereq: JL MC majors: JLMC 110 and minimum of C+ in JL MC 302 or JL MC 303; ADVRT majors: JL MC 110, ADVRT/P R 301 and minimum of C+ in JL MC 201; P R majors: JL MC 110, ADVRT/P R 301 and minimum of C+ in P R 321. All students, formal faculty advisor approval.*

Optional internship in the student's specialization. Assessment based on employer evaluations, student reports and faculty reviews. Available only to Greenlee School majors. Offered on a satisfactory-fail basis only.