

CPRL 225. SOCIAL AND TRADITIONAL MEDIA RELATIONS.

Credits: 3

Offered by: Global & Strategic Comm. (School of Continuing Studies)

Terms offered: Winter 2026

[View offerings for Winter 2026 in Visual Schedule Builder.](#)

Description

Organizations must communicate with diverse publics against the background of a rapidly changing media landscape. With the increasing presence of digital (including social) media, publics are both fragmenting and coalescing in new ways. This course will cover the context, theory and best practices that are evolving as a result.

- Corequisites: CPRL 214 and CPRL 223

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