

CPRL 532. PUBLIC RELATIONS EVENT MANAGEMENT.

Credits: 3

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

This course is not offered this catalogue year.

Description

Management of events in support of strategic organizational objectives for relations with investors, clients, employees, government, media or community. Special events as part of public awareness or fund-raising programs. Topics include planning, budgeting, financial support, logistics, protocol, working with suppliers and partners, promotion and evaluation.

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

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