

CPRL 610. PUBLIC RELATIONS FUNDAMENTALS AND THEORY

Credits: 3

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

This course is not offered this catalogue year.

Description

Introduction to the field and contexts of public relations. Comprehensive overview and application of the theoretical underpinnings of public relations and communications practice. Focus on systems theories (including complexity and cybernetics), behavioural science and theories of persuasion, public opinion, organizational communication and sensemaking, and organizational culture. Application of public relations theory such as the excellence theory and four models of public relations.

- Restriction: Not open to students who have taken CPRL 510.
- Course includes synchronous and asynchronous activities.

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