

# CPRL 620. CONTENT CREATION FOR

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Credits: 3

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

Terms offered: Fall 2025

[View offerings for Fall 2025 in Visual Schedule Builder.](#)

## Description

Practice researching, conceptualizing, designing, and crafting visual, written and verbal messages and communication tools that align with organizational objectives for traditional, digital, social and emerging platforms for public relations purposes. Focus on skills needed to consistently express complex meaning through various channels for internal and external audiences and identifying the most appropriate channel for these audiences. Design and deliver in-person or virtual presentations.

- Corequisites: CPRL 510 or CPRL 610
- Restrictions: Not open to students who have taken CPRL 520.
- Course includes synchronous and asynchronous activities.

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

[Launch Visual Schedule Builder](#)