

CPRL 631. MEDIA AND INFLUENCER

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

Analysis of the context in which the media operates. Examination of how to build and maintain relationships with those working in traditional (e.g., journalists) and digital media (e.g., influencers, bloggers), and generate publicity through media channels. Media training to prepare media spokespersons, media events including media conferences, preparing tools for communicating through the media, and media monitoring techniques. How to develop a comprehensive media strategy and design of accompanying communication tools.

- Corequisites: (CPRL 510 or CPRL 610) and (CPRL 520 or CPRL 620)
- Restrictions Not open to students who have taken CPRL 531.
- 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](#)