

CPRL 641. ETHICS IN PUBLIC RELATIONS.

Credits: 3

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

This course is not offered this catalogue year.

Description

Examination of foundational ethics theories from other fields including philosophy, management, sociology and psychology, and their pertinence to public relations practice. Overview of the professional codes of conduct of various public relations associations, as well as laws pertaining to communications practice. Emphasis is on the relationship between truth and trust and their importance in public relationships, and on the consequences of ethical and non-ethical practices for organizational success, including corporate social responsibility.

- Restrictions: Not open to students who have taken CPRL 541.
- Course includes synchronous and asynchronous activities.

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