

CPRL 691. COMMUNICATIONS MANAGEMENT AND STRATEGY.

Credits: 3

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

Terms offered: Winter 2026

[View offerings for Winter 2026 in Visual Schedule Builder.](#)

Description

Communications management and the development of public relations strategies in a real-world setting for internal and external audiences aligned to business goals, and related risks and opportunities.

Cultivation of an awareness of organizations' cultural, geographic and global contexts, and of audience diversity. Overview of advising organizational leaders on communications and management thereof.

- Corequisites: CPRL 633 and CPRL 636
- Restrictions: Not open to students who have taken CPRL 540.
- 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.

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