A. Course Description

Credits: 4

Lab Hours/Weeks: Corequisites: None

Lecture Hours/Week:

MnTC Goals: None

This seminar is for people who have experience with public relations concepts and processes. The experience may come from professional experience or independent study. The seminar addresses elements of the public relations process: research and planning, setting objectives, developing strategies, implementing programs and evaluating results. Overlap: COMM 381 Public Relations Principles.

B. Course Effective Dates: 08/01/1999 - 09/05/1999 09/06/1999 - 05/04/2002 05/04/2002 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

None

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

Overlap: COMM 381 Public Relations Principles.