

COPR - PUBLIC RELATIONS (COPR)

COPR 1525 Public Relations Writing (3 Credits)

COPR 2114 Sports PR (3 Credits)

This course will offer an overview of the major areas and issues in PR in amateur, collegiate and professional sports. Students will identify and critically evaluate PR tactics and trends, and design their own written and presentation tactics and strategies.

COPR 2135 PR Research (3 Credits)

Research, data and insights play a critical role in practical and theoretical applications of public relations. This course introduces students to quantitative and qualitative research methods employed in academia and in the public relations discipline. This course focuses on data-driven decision making, proper and ethical gathering, analysis, and reporting of primary and secondary data. Students earn their Responsible Conduct of Research Certificate and learn to develop a research proposal. 3

COPR 2512 PRI-Intro to Public Relations (3 Credits)

Introduction to public relations. Academic study of Public Relations principles and theories, tools and techniques, and ethical and professional standards. Emphasis on writing.

Prerequisites: COMM 1421

COPR 2515 Integrated Communication (3 Credits)

Message differentiation and tactic coordination to create meaning and add value to an organization for both the client/consumer and general public. Students will explore and practice the style, format, content, and deadline requirements of public relations/promotional campaigns, as well as Investigate the similarities and differences between Marketing, Advertising and Public Relations.

COPR 2521 Print Advertising (3 Credits)

An introduction to the strategic creative, and economic aspects of advertising in print media, with specific emphasis on the principles of copywriting and design for magazines, newspapers, outdoor and direct mail. Students gain greater understanding of campaign development and the creative process, along with basic knowledge of research and media planning.

COPR 2631 Nonprofit Comm - Public Rel (3 Credits)

This course is designed to provide students with a broad understanding of how effective communication can further the mission and goals of a nonprofit organization, proposes communication strategies and practices tactics for building and managing relationships with a variety of stakeholders.

COPR 2996 ST - Navigating Digital Media (3 Credits)

COPR 2997 International Public Relations (3 Credits)

This course introduces students to the global, local, and generic-specific theories of international public relations. Students will learn how to develop effective global public relations strategies and tailor their strategies, tactics, and messages for different cultures.

COPR 2998 Managing Reputation-Crisis (3 Credits)

Introduces students to roles, responsibilities, opportunities and challenges in managing an organization's reputation everyday, and in crisis situations. Students study media relations, leadership, measurement, ethics and crisis management strategy, among other topics. Students research, plan, and prepare a strategic communications plan.

COPR 2999 Basic Video Technique (3 Credits)

Using only a Smartphone, students will learn how to write, shoot, edit, and upload videos straight to the Internet. Students will unleash their creativity while learning the basics of operating their camera phone, composing shots, directing, and editing a successful video sequence.

COPR 3192 Independent Study (2 Credits)

COPR 3193 Independent Study (3 Credits)

COPR 3197 PR Internship I (3 Credits)

Internships provide an opportunity for real-world application of skills learned throughout the curriculum. Each internship section has associated academic requirements.

COPR 3198 PR Internship II (3 Credits)

Internships provide an opportunity for real-world application of skills learned throughout the curriculum. Each internship section has associated academic requirements.

COPR 3522 Public Relations II (3 Credits)

This course provides students with the opportunity to think creatively and independently as applied to the four-step public relations process, Research, Planning, Implementation and Evaluation (RPIE), and understand the critical role of public relations in supporting an organization's communication infrastructure. Students have the opportunity to critically review public relations cases and practice many of the knowledge, skills, and abilities tested for in the Certificate in Principles of Public Relations and develop, implement, and present a public relations campaign for a real nonprofit client.

Prerequisites: (COPA 2512 or COPR 2512) and (COMM 1421 or COJR 1421)

COPR 4197 PR Internship III (3 Credits)

Internships provide an opportunity for real-world application of skills learned throughout the curriculum. Each internship section has associated academic requirements.

COPR 4198 PR Internship IV (3 Credits)

Internships provide an opportunity for real-world application of skills learned throughout the curriculum. Each internship section has associated academic requirements.

COPR 5598 Experiential Learning (3 Credits)

Junior and Senior PR majors meeting the GPA requirement of 3.0 in their major will be invited to apply to participate on one of up to two Bateman teams each Spring, or serve as a Litore Agency project manager, to gain practical experience and build a robust client-focused portfolio under the supervision of a faculty adviser. Prerequisite: COPR 3522.

Prerequisites: COPR 3522

COPR 5599 Senior Seminar Public Relation (3 Credits)

Senior Seminar introduces students to scholarly and applied communication research methods, specifically regarding public relations issues. It leads to an understanding of the important role research plays in the practice of public relations and provides tools needed to complete a research project.