COURSE DETAIL

PUBLIC RELATIONS WRITING
Country Australia
Host Institution University of Queensland
Program(s) University of Queensland
UCEAP Course Level Lower Division
UCEAP Subject Area(s) Communication
UCEAP Course Number 14
UCEAP Course Suffix
UCEAP Official Title PUBLIC RELATIONS WRITING
UCEAP Transcript Title PUBLIC REL WRITING
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
Public relations messages are important to the contemporary organization. Well-crafted, strategic, effective communication is particularly important in sustaining strong engagement with the organization's target audience, and in managing the organization's reputation. PR professionals need to be highly capable writers and creators of a diverse range of communication tools. This course introduces the crafting, editing and delivering of PR messages - and the many forms of public relations writing.

Language(s) of Instruction
English

Host Institution Course Number
COMU1152

Host Institution Course Title
PUBLIC RELATIONS WRITING

Host Institution Course Details

Host Institution Campus
Queensland

Host Institution Faculty

Host Institution Degree

Host Institution Department
Communication and Arts

Course Last Reviewed

Print