

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 Campus

Queensland

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Communication and Arts

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