

# 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**

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