COURSE DETAIL

PRINCIPLES OF PUBLIC RELATIONS
Country Korea, South
Host Institution Korea University
Program(s) Korea University
UCEAP Course Level Lower Division
UCEAP Subject Area(s) Communication
UCEAP Course Number 81
UCEAP Course Suffix
UCEAP Official Title PRINCIPLES OF PUBLIC RELATIONS
UCEAP Transcript Title PRNCPL PUBLIC RLTNS
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This course introduces the principles and practices of public relations, focusing on strategic, digital, and socially responsible communication.

Topics include the history of public relations; public relations communication practices in various organizations such as corporations, governments, public institutions, local governments, and educational institutions; ethics and public relations; research and theory in public relations; social media and emerging technologies; and career opportunities in the field.

Language(s) of Instruction
English

Host Institution Course Number
JMCO240

Host Institution Course Title
PRINCIPLES OF PUBLIC RELATIONS

Host Institution Course Details
https://infodepot.korea.ac.kr/lecture1/lecsubjectPlanViewNew.jsp?year=2024&term…

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2024-2025

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