

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 RLTN

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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