

COURSE DETAIL

PUBLIC RELATIONS

Country

Australia

Host Institution

University of Sydney

Program(s)

University of Sydney

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

117

UCEAP Course Suffix**UCEAP Official Title**

PUBLIC RELATIONS

UCEAP Transcript Title

PUBLIC RELATIONS

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course examines strategic public relations, including the use of effective communication to build mutual understanding and positive relationships between organizations (or individuals) and their publics. Core topics include: media relations, issues management, crisis communication, communication plans, public relations strategies and ethical practice.

Language(s) of Instruction

English

Host Institution Course Number

MECO2603

Host Institution Course Title

PUBLIC RELATIONS

Host Institution Course Details

<https://www.sydney.edu.au/units/MECO2603>

Host Institution Campus

Camperdown/Darlington

Host Institution Faculty

Host Institution Degree

Host Institution Department

Media and Communications

Course Last Reviewed

2026-2027

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