

# PUBLIC RELATIONS AND REPUTATION MANAGEMENT - GRADUATE (PBRL)

## PBRL 500 - Principles of Public Relations Credits 3

This course provides an introduction to the fundamentals of public relations including the historical context for the discipline, an overview of the public relations process, and a foundation for public relations functions within organizational settings, key legal considerations, global influences on the practice of PR, and an analysis of the future of the industry. **Grade Mode:** A.

**Prerequisite(s):** Public Relations B.A.(PBRE) and B.S. students (PRRM) in the 3+1 program may take PBRL 500.

**Restriction(s):** Must be Public Relations (PBRE, PRRM, or PRMA); and Undergraduate or Graduate Level.

## PBRL 510 - PR Theory & Management Credits 3

This course provides an overview of the theoretical foundations that support public relations including areas such as models for public relations, media theories, ethical frameworks, persuasive engagement, organization/public relationships theories, and crisis communication. Additionally, students will analyze how theory supports management practices and strategies within public relations. **Grade Mode:** A.

**Restriction(s):** Must be Graduate Level.

## PBRL 520 - PR Leadership & Campaign Strategy Credits 3

public relations related to campaign development and management, effective leadership principles, organizational systems, strategic decision making and forecasting. **Grade Mode:** A.

**Restriction(s):** Must be Graduate Level.

## PBRL 530 - Crisis & Reputation Management Credits 3

This course provides a foundation for issues, risk, and crisis management on behalf of organizations. Students will learn both the theoretical foundations that support crisis and reputation management as well as practical strategies and best-practices for managing issues that impact organizations, developing skills to rebuilt trust and credibility. **Grade Mode:** A.

**Restriction(s):** Must be Graduate Level.

## PBRL 540 - Strategic Ethics & Philosophy of Media Credits 3

Exploring influence in the marketplace of public opinion, this course examines the philosophical and ethical framework that guides journalistic practices. Students will gain an understanding of the foundations that gave rise to the current media landscape and the sense of purpose that drives Christian journalists. **Grade Mode:** A.

**Restriction(s):** Must be Graduate Level.

## PBRL 550 - Media Relations & Ethical Influence Credits 3

This course explores practices and theory for media relations initiatives, exposing students to global influences, ethics, and strategies that guide effective relationship building between organizations and journalists. Students will learn tools and systems to effectively reach a variety of media outlets and mediums. **Grade Mode:** A.

**Restriction(s):** Must be Graduate Level.

## PBRL 560 - Strategic Digital Communication Credits 3

Students will learn fundamental theories, tools and strategies to leverage digital media on behalf of organizations. The course will introduce principles of social media, digital analytics, and paid placement with the goal of students creating integrative plans for clients in a virtual environment. **Grade Mode:** A.

**Restriction(s):** Must be Graduate Level.

## PBRL 570 - Leading Trends & Issues Seminar Credits 3

This course addresses current trends or issues that are most relevant to the field in a given term. The course will cover emerging topics that are shaping the discipline and influencing future leadership within public relations. **Grade Mode:** A.

**Restriction(s):** Must be Graduate Level.

## PBRL 600 - Social Media Analytics, Strategy & Management Credits 3

Using analytics and research methods as a foundation to develop campaign initiatives, this course advances students' understanding of digital public relations in the areas of strategy development, management, and effective engagement. Students will create a comprehensive campaign initiative for a client that integrates the latest tools and industry standards across social media, SEO and Digital Strategy. **Grade Mode:** A.

**Restriction(s):** Must be Graduate Level.

## PBRL 620 - Public Relations Research Credits 3

This course provides an overview of ethical and methodological considerations for public relations research, using both qualitative and quantitative approaches. Students will learn standards and practices to design research projects, gather quality data, and analyze information to make effective decisions and recommendations in an organizational setting. **Grade Mode:** A.

**Restriction(s):** Must be Graduate Level.

## PBRL 640 - PR Ethics: Social Good & Moral Obligation Credits 3

As an industry dedicated to relationships and people, ethics play a critical role in public relations. This course challenges students to critique and evaluate ethical theories and systems within public relations, ultimately creating an ethical-decision making model that is reflective of both public relations global ethics as well as their worldview values and beliefs.

**Grade Mode:** A.

**Restriction(s):** Must be Graduate Level.

## PBRL 650 - Capstone Credits 3

This culminating experience for students requires the completion of a project that reflects their learning throughout the program. Working with an organization, students will complete a public relations project that addresses a problem or opportunity faced by the organization. Additionally, students will provide an analysis and critique of the project, reviewing it through the lens of their worldview, public relations philosophy, and ethical obligations. **Grade Mode:** A.

**Prerequisite(s):** PBRL 640 (may be taken concurrently).

**Restriction(s):** Must be Graduate Level.

## PBRL 660 - Rhythm & Calling in Public Relations Credits 3

This integration seminar will focus on ethics and leadership in light of what it means to be called to the industry of public relations. Attention will be given to the way our theological and social ideologies of calling and meaningful work influence habits of the heart and soul, as well as professional implications for practice. **Grade Mode:** A.

**Prerequisite(s):** Public Relations B.A.(PBRE) and B.S. students (PRRM) in the 3+1 program may take PBRL 660.

**Restriction(s):** Must be Public Relations (PBRE, PRRM, or PRMA); and Undergraduate or Graduate Level.