

# PUBLIC RELATIONS (PREL)

## Courses

### PREL 104 - Media Ecology and Christian Perspective in Public Relations Credits 2

This survey course explores the role of media ecology in relation to public relations and communication. Building from this, students will examine perceptions of media uses, habits and choices in light of a Christian worldview and perspective technology. **Grade Mode:** A.

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

### PREL 105 - Public Relations: History & Foundations Credits 2

This course provides an overview of the intent, purpose, and influence of public relations beginning with journalism and moving into the modern practice of PR. The course examines the crafting and influence of media messages and understanding and serving of audiences over time. The course examines ethical principles underlying and best practices in the discipline. **Grade Mode:** A.

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

### PREL 107 - Multimedia Channels Credit 1

A course providing students an introduction to various channels necessary for companies and organizations to resource in communicating messages for the building of relationships with select audiences. Course content introduces basics in writing for social media for organizations and causes and exposes students to digital strategies and tools as students prepare for careers in various areas of public relations. Students begin the development of their professional online presence. The course serves as a prerequisite to PREL 307. **Grade Mode:** A.

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

### PREL 110 - Public Relations Foundations Credits 3

This course provides an introduction to the modern practice of public relations, giving an overview of PR processes, history, ethics, and theory. Students will learn standards and best practices when managing and launching public relations campaigns. **Grade Mode:** A.

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

### PREL 111 - Introduction to Public Relations Credits 3

A survey course in which students explore the nature and process of public relations process as well as methods and professional issues. Public Relations is conceived as the 'overall umbrella' under which come advertising, marketing, promotion, publicity, employee and community relations, and public affairs. In addition to exploring public relations generally, the class addresses both corporate and not-for-profit organizations as well as religious and mainstream operations. **Grade Mode:** A.

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

**Course Fee:** \$25.

### PREL 200 - Practicum Credit 1

Applied course in which students produce professional-level work in an area directly related to their major and/or concentration. Work in the practicum is designed as a springboard to competitive application for internships and career-entry in media and media-related ministry. **Note(s):** Students are not allowed to take Practicum credits simultaneously (in one semester); may be taken three times for credit. **Grade Mode:** A.

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

**Repeat Limit (after first attempt):** 2.

**Course Fee:** \$30.

### PREL 230 - Writing for Public Relations Credits 3

Familiarizes students with and challenges them in a variety of forms of public relations writing. Vehicles include internal and external media, print, electronic and audiovisual. Emphases include research, audience analysis, message design, and selection of communication channels.

**Grade Mode:** A.

**Prerequisite(s):** PREL 104 or PREL 105; PREL 107; PREL 111 (may be taken concurrently).

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

**Course Fee:** \$35.

### PREL 231 - Strategic Writing for Public Relations Credits 3

This course teaches students key principles and standards within public relations writing, covering topics such as new media content, proposal development, executive communications, media relations writing, and corporate communication practices. **Grade Mode:** A.

**Prerequisite(s):** PREL 104, PREL 107; PREL 110 (may be taken concurrently).

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

### PREL 249 - Media Design Essentials Credits 3

A course introducing students to digital approaches to publishing, including basic principles of design and typography, hands-on practice with leading industry software and the ultimate production of publication material. The adobe suite of products (Adobe Illustrator, Photoshop, InDesign, and Dreamweaver) is used. Provides students with the opportunity to develop the use of electronic procedures to produce and edit publications and Web sites. Students create, format, illustrate and design print material and Web products. The course prepares students to produce such materials as newsletters, flyers, brochures, publication spreads and advertising materials. This is an entry-level course, assuming students have little or no previous experience with the Adobe suite of products. **Grade Mode:** A.

**Restriction(s):** Must be Public Relations and Strategic Communications (PBRE), Public Relations (PREL), or Public Relations minor (PREL); and Undergraduate Level.

**Course Fee:** \$20.

### PREL 250 - Digital Design Essentials Credits 3

A course introducing students to digital approaches to design principles and techniques for visually communicating ideas. Fundamental principles of design and elements of line, form, color, texture, value, shape will be resourced in hands-on practice. Creating user-focused experiences on the web and in apps will be integral to the student design development. These digital designers will resource electronic procedures and tools to produce and edit websites and elements for online distribution, including landing pages, banners and ads, and email marketing collateral. They may work with Wordpress and in languages such as HTML5, CSS3 JavaScript. Students will understand and consider accessibility as well as functionality of design and systems. Materials they create, format, illustrate and design will be used for creative concept presentation to clients as well. This is an entry-level course, assuming students have little previous experience with coding, UX/UI, or tools for design which may include the Adobe Suite products. **Grade Mode:** A.

**Restriction(s):** Must be Public Relations (PREL), Public Relations and Digital Media Management (PRDG), or Public Relations and Strategic Communication (PBRE); and Undergraduate Level.

**PREL 267 - Public Relations Career Readiness** **Credit 1**

Practical study and experience in successful strategies for making the step from academia to public relations careers. Experiences in developing personal digital branding artifacts and self-presentation will be covered.

**Grade Mode:** A.

**Restriction(s):** Must be Public Relations and Strategic Communications (PBRE), Public Relations (PREL), or Public Relations and Digital Media Management (PRDG); and Undergraduate Level.

**PREL 270 - Public Relations Seminar** **Credits 1-3**

A rotating variety of topics and practical experiences often employing special guests from within Public Relations. Possible topics include, but are not limited to: Crisis Public relations, Global Public Relations, PR Fund Raising, Event Planning, and courses related to advanced media studies.

**Note(s):** May be taken multiple times for credit. **Grade Mode:** A.

**Prerequisite(s):** PREL 104 or PREL 105; PREL 111.

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

**Repeat Limit (total number of credits):** 6.

**Additional Fee(s):** May involve lab fees.

**PREL 307 - Soc Media, SEO, and Digital Strategy** **Credits 3**

An introductory course providing students with the media tools and grasp of marketing-related media theory needed for effective digital communications in businesses and organizations. Course content will cover the basic social media platforms and their uses from an organizational standpoint; Search Engine Optimization (SEO) tools and methods; and digital strategy for online advertising, analytics and website user trending. Upon completion, students will be equipped to create digital communication strategies, understanding the platforms and tools available along with methods to measure effectiveness for a variety of audiences. **Grade Mode:** A.

**Prerequisite(s):** PREL 107.

**Restriction(s):** Must be Public Relations and Strategic Communications (PBRE), Public Relations (PREL), Public Relations and Digital Media Management (PRDG), or Communication Studies (COMM); and Undergraduate Level.

**PREL 320 - PR Ethics** **Credits 3**

Public relations is inherently tied to ethics. This course provides a review of common public relations ethical theories, decision making models and applied practices. Students will be challenged to examine ethical dilemmas and situations in order to effectively provide ethical council as a public relations professional. Legacy, or tradition, communication PR ethics as well as digital and social media ethics will be included in this course. **Grade Mode:** A.

**Prerequisite(s):** PREL 111.

**Restriction(s):** Must be Public Relations and Strategic Communications (PBRE), Public Relations (PREL), Public Relations and Digital Media Management (PRDG), or Public Relations minor (PREL); and Undergraduate Level.

**PREL 344 - Public Relations Internship & Applied Experience** **Credit 1**

A portfolio-driven, introductory learning experience beyond the university classroom via working in a company, business, media-related organization or with Biola's nationally affiliated student-run PR firm (when approved by the department). This course will allow students to explore their interest, aptitude and stamina for work within their chosen area of public relations or media-related ministry. This course is aimed at providing students with a beginning portfolio of work suitable for applying to an advanced internship in a media career, public relations career or media-related ministry organization. **Note(s):** Forty-five hours of internship are required for each academic credit; may be taken multiple times for credit. **Grade Mode:** A.

**Prerequisite(s):** JOUR 105 or PREL 104 or PREL 105; JOUR 107 or PREL 107; PREL 110 or PREL 111; PREL 267.

**Restriction(s):** Must be Public Relations and Strategic Communications (PBRE), Public Relations (PREL), Public Relations and Digital Media Management (PRDG); and Undergraduate Level.

**Repeat Limit (after first attempt):** 2.

**PREL 350 - Crisis Communication & Reputation Management** **Credits 3**

A core component to public relations is the ability to effectively manage and guide organizations throughout a crisis. This course introduces students to key crisis communication theories and applied practices. Students explore effective processes to prepare for, respond to and repair reputations after a crisis is experienced. Particular attention will be given to strategies and tactics to engage crisis communication in a digital and social media environment throughout the course. **Grade Mode:** A.

**Prerequisite(s):** PREL 110 or PREL 111.

**Restriction(s):** Must be Public Relations and Strategic Communications (PBRE), Public Relations (PREL), Public Relations and Digital Media Management (PRDG), or Public Relations minor (PREL); and Undergraduate Level.

**PREL 355 - Media Relations** **Credits 3**

Practical study and experience in successful strategies for agencies, organizations, businesses, ministries and mission organizations as they pursue balanced media coverage and respond to requests for interviews, data or other questions aimed at publication or broadcast on various deadlines. Ethics of media relations practice from a Christian world-view are applied to the media marketplace through discussion and project-driven experience. **Grade Mode:** A.

**Prerequisite(s):** PREL 230 or PREL 231.

**Restriction(s):** Must be Public Relations and Strategic Communications (PBRE) or Public Relations (PREL); and Undergraduate Level.

**Course Fee:** \$10.

**PREL 360 - Paid Digital Media** **Credits 3**

This course prepares students to understand the principles and best-practices associated with developing paid digital media campaigns. In addition to reviewing leading case studies from organizations using paid digital media, student will also learn to create and manage content designed for paid placement using a variety of digital media (social, search, text, video, etc.). **Grade Mode:** A.

**Prerequisite(s):** PREL 307.

**Restriction(s):** Must be Public Relations and Strategic Communications (PBRE) or Public Relations (PREL); and Undergraduate Level.

**PREL 388 - Public Relations Management, Philosophy and Ethics Credits 3**

A course that equips students with competencies to analyze public relations campaigns, solve/prevent problems, apply PR theories, and design public relations strategy. Throughout the course, students will learn the RPIE process for strategic communication campaigns, how to address internal and external audiences, and to provide executive leadership counsel. This course also examines the philosophy that supports modern PR practice as well as the application of PR ethics, decision making models and codes of conduct into the discipline. **Grade Mode:** A.

**Prerequisite(s):** PREL 230 or PREL 231.

**Restriction(s):** Must be Public Relations and Strategic Communications (PBRE), Public Relations (PREL), or Communication Studies (COMM); and Undergraduate Level.

**Course Fee:** \$40.

**PREL 389 - Campaign Management & Public Relations Philosophy Credits 3**

Campaign management is a critical component to successful public relations initiatives. This course requires students to develop a comprehensive public relations campaign, covering research, programming, implementation and evaluation. In addition, students will learn to critique public relations as a discipline and practice using philosophy, ethics and their worldview as an analysis method. **Grade Mode:** A.

**Prerequisite(s):** PREL 230 or PREL 231.

**Restriction(s):** Must be Public Relations and Strategic Communication (PBRE) or Public Relations and Digital Media Management (PRDG); and Undergraduate Level.

**PREL 392 - Principles of Advertising Credits 3**

Advertising principles and techniques. The study of effective and ineffective forms of advertising. Applications linked to public relations, media events, marketing, and communication encounters. **Grade Mode:** A.

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

**Course Fee:** \$40.

**PREL 410 - PR Principles, Law, & Global Influence Credits 3**

This course is an examination of the legal and global influences that shape public relations. Students will learn core legal frameworks that guide the practice of public relations related to mass media and business. Building on this framework, students will examine organizational principles that are critical for public relations practitioners to understand in order to effectively leverage leadership influence, focusing particularly on the purpose and role of other organizational disciplines like marketing, finance and management in relation to the purpose and role of PR. Finally, students will evaluate global perceptions and practice of public relations in light of political, legal and cultural influences around the globe. **Grade Mode:** A.

**Restriction(s):** Must be Public Relations and Strategic Communications (PBRE), Public Relations (PREL), Public Relations and Digital Media Management (PRDG), or Public Relations minor (PREL); and Undergraduate Level.

**PREL 420 - Advanced Digital Management Credits 3**

Digital and native advertising has revolutionized communication. Spanning social media to search engine advertising to paid website content, this sector has dynamic potential to enhance an organization's brand, reputation, and influence. This course is designed to explore the latest trends, best practices and industry standards for digital and native advertising. In addition, it will examine the relationship of advertising to the industry of public relations as well as ethical obligations for paid placement communication pieces. **Grade Mode:** A.

**Prerequisite(s):** PREL 307.

**Restriction(s):** Must be Public Relations and Strategic Communications (PBRE), Public Relations (PREL), or Public Relations and Digital Media Management (PRDG); and Undergraduate Level.

**PREL 444 - Advanced Internship and Career Preparation in Public Relations Credits 2**

A portfolio-driven, rigorous learning experience beyond the university classroom via working in an advanced internship with a company, business or media-related organization. This course will allow students to refine their interest, aptitude and stamina for work within their chosen area of public relations or media-related opportunity. This course is aimed at providing students with an advanced portfolio of work suitable for applying to entry level positions in their field. **Note(s):** Ninety hours of internship are required for this course. **Grade Mode:** A.

**Prerequisite(s):** PREL 344.

**Restriction(s):** Must be Public Relations and Strategic Communication (PBRE) or Public Relations and Digital Media Management (PRDG); and Undergraduate Level.

**PREL 456 - Public Relations Research Standards & Practices Credits 3**

Students will learn the ethics and methods of public relations research, learning to use qualitative and quantitative research designs to make decisions and recommendations for organizations. **Grade Mode:** A.

**Restriction(s):** Must be Public Relations (PREL), Public Relations and Digital Media Management (PRDG), or Public Relations and Strategic Communication (PBRE); and Undergraduate Level.

**PREL 458 - Public Relations Research Credits 3**

Methodology for Public Relations, Journalism and related media research, including sampling, questionnaire design and introduction to statistics. Students conduct an audience analysis, focus groups and research project. A major goal is to become adept at reading and evaluating research reports. **Grade Mode:** A.

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

**PREL 460 - Public Relations Leadership and Advanced Campaign Analysis Credits 3**

This capstone course in the public relations curriculum develops critical thinking skills in selecting, creating and applying tools, techniques and principles of public relations to a variety of managerial cases, campaigns and problem situations. Actual case studies (both historical and current) are reviewed and analyzed. Students will also work on developing robust case study presentations on specific organizations and campaigns, illustrating competencies in PR leadership principles such as ethical problem-solving, diversity, conflict management, and organizational structures. **Note(s):** This course is for students close to graduation who have completed necessary courses to prepare them for research, strategic solution-building, and follow-up analysis of current public relations situations. **Grade Mode:** A.

**Prerequisite(s):** PREL 388 or PREL 389.

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

**Course Fee:** \$40.

**PREL 462 - Leadership & Organizational Influence Credits 3**

This is a capstone experience for students in the program. Learning to ethically manage influence, students will identify the theories and practices associated with effective public relations leadership. This course will explore systems and processes to analyze campaigns, initiatives and ethical situations within public relations, with the goal of providing robust analysis and recommendations to senior executives within organizations. **Grade Mode:** A.

**Prerequisite(s):** PREL 389.

**Restriction(s):** Must be Public Relations (PREL), Public Relations and Digital Media Management (PRDG), or Public Relations and Strategic Communication (PBRE); and Undergraduate Level.

**PREL 465 - 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.

**Restriction(s):** Must be Public Relations and Digital Media Management (PRDG); Junior Class or Senior Class; and Undergraduate Level.

**PREL 470 - Advanced Public Relations Seminar Credits 1-3**

A rotating variety of topics and practical experiences often employing special guests from within Public Relations. Possible topics include, but are not limited to: Crisis Public relations, Global Public Relations, PR Fund Raising, Event Planning, and courses related to advanced media studies.

**Note(s):** May be taken multiple times for credit. **Grade Mode:** A.

**Prerequisite(s):** PREL 105, PREL 107; PREL 111 as pertinent to the seminar topic.

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

**Repeat Limit (total number of credits):** 6.

**Additional Fee(s):** May involve lab fees.

**PREL 490 - Portfolio and Certificate Credit 1**

This course is designed to be taken in the graduating semester for a student. Students will complete their professional portfolio, resourcing work from throughout the program. Additionally, students will take the "Certificate in Principles of Public Relations" exam. **Grade Mode:** A.

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

**Course Fee:** \$250.

**PREL 495 - Senior Portfolio Credit 1**

A course guiding students in portfolio concepts measuring learning in pre-professional, presentation and convergence program outcomes.

**Note(s):** Students must earn a "C" or better in the course for it to count toward the major; students may revise the portfolio if its deficiencies are remediable in the short-term; students whose portfolios need more extensive revision may repeat this course if necessary. **Grade Mode:** A.

**Restriction(s):** Must be Public Relations (PBRE); Senior Class; and Undergraduate Level.