

PUBLIC RELATIONS (PRL)

PRL 500 Selected Topics (1-6 Credits)

Public Communications

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

PRL 525 Public Relations Practicum (2 Credits)

Public Communications

On-site work experience in the Syracuse area to acclimate students to the realities of organizational life; to explore one type of public relations in depth; to apply classroom theory to the solution of everyday communications problems and to develop additional work samples for professional portfolios.

Prereq: PRL 215 and PRL 315

PRL 530 Special Topics in Public Relations (1-3 Credits)

Public Communications

In-depth look at different public relations specializations, including media relations, government relations, investor relations, crisis communications, employee communications, and sports information.

Repeatable 3 times for 4.5 credits maximum

PRL 600 Selected Topics (1-6 Credits)

Public Communications

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

PRL 601 Public Relations Principles and Practices (1 Credit)

Public Communications

Introduction to the growing field of public relations, its history and trends; careers and specializations; job requirements; role as a management function building two-way communication for organizations and their publics; ethics and social responsibility; social media impact.

PRL 602 Introduction to Public Diplomacy and Communications (3 Credits)

Public Communications

A gateway course on the theory and practice of public diplomacy. Fundamental topics in public relations and international relations will be explored.

PRL 603 Foundations of Analytics, Social Listening and Information Gathering (1 Credit)

Public Communications

Information gathering introduces students to effective search strategies for secondary research, social media listening and databases, laying the foundation for finding insights and developing primary research methodologies. Basic concepts of digital analytics are explored.

PRL 604 Theory and Practice of Public Relations (3 Credits)

Public Communications

Students learn about the theory and practice of public relations, while also learning the strategic writing process, storytelling, media relations, and pitching techniques; demonstrating professional writing skills using AP style, planning and presentation skills. This course is summer only residentially and taught at least once a year in the Newhouse online program.

PRL 605 Public Relations Theory (3 Credits)

Public Communications

This course covers theories of excellence in public relations by looking at models, roles, communication, organizational culture, diversity and ethics. A brief overview of communication theory included. Theories form the foundation for professional practice.

Advisory recommendation Prereq: PRL 604

PRL 606 Digital Strategic Communications Management (3 Credits)

Public Communications

This course introduces students to public relations, mass communication and social psychology theories applicable to professional practice, and orients them to effective strategies that are required in an increasingly digital and social media-driven working environment.

PRL 607 Advanced Public Diplomacy (3 Credits)

Public Communications

International public relations and public diplomacy, global media systems, international organizations and the intersection between strategic government communication, mass media and global public opinion.

Advisory recommendation Prereq: PRL 602

PRL 608 Public Relations Writing (3 Credits)

Public Communications

Written communication expected of entry-level public relations/public diplomacy professionals, along with the basic understanding of how the media researches, writes, and reports the news.

PRL 609 Advertising and Public Relations Research Design (3 Credits)

Public Communications

Cross-listed with ADV 609

Students learn to apply critical thinking skills when using research to gain insights to solve strategic communications challenges.

PRL 611 Public Relations Research (3 Credits)

Public Communications

Nature, formation, and communications of attitudes and public opinion in public relations settings. Application of social science methods for measuring attitudes, opinions, and public relations performances. Actual research designed and carried out for client.

PRL 614 Public Relations Writing for Converged Media (3 Credits)

Public Communications

Emphasize strategic public relations and social media writing; research, compose and develop multimedia content for social sharing, websites and other media for various purposes; respond to crisis situations within the social sphere; and ePortfolio development.

Advisory recommendation Prereq: PRL 604

PRL 615 Public Relations Campaign Planning & Execution (3 Credits)

Public Communications

Students apply strategic planning, research and tactics to client needs. Teams design, execute and evaluate appropriate integrated campaigns for actual clients. Frequent client/team interaction required. Campaign books produced are part of the student's professional portfolio.

Advisory recommendation Prereq: PRL 611

PRL 619 Social Media & Society for Public Relations (1.5 Credits)*Public Communications*

Double-numbered with PRL 319

This course explores the competing role social media plays within our personal and our professional lives as PR practitioners and seeks to understand the pervasiveness and impacts of social media. Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

PRL 620 Digital & Social Media Innovation for Public Relations (1.5 Credits)*Public Communications*

Double-numbered with PRL 320

The course offers a comprehensive overview of the innovations in digital and social media occurring within the public relations field. Additional work required of graduate students.

Shared Competencies: Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

PRL 623 Crisis Communications (3 Credits)*Public Communications*

This course focuses on crisis communication management, through the identification, understanding and demonstration of crisis types and the life cycle of a crisis. Students will learn how to create effective crisis communication strategies.

PRL 624 Public Relations Management and Leadership (3 Credits)*Public Communications*

Double-numbered with PRL 424

Students learn the responsibilities of managing a public relations department in various organizational settings; historical and current management theories and practices are applied to the public relations function. Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

PRL 631 Intro to Financial and Investor Communication (1.5 Credits)*Public Communications*

Double-numbered with PRL 431

Explore career paths in Investor Relations from agency and corporate perspectives, learn how to speak the language of the "C-Suite", read and understand basic financial statements, and address disclosure, transparency, ethical and legal considerations. Additional work is required of graduate students.

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

PRL 632 Writing for Financial and Investor Communication (1.5 Credits)*Public Communications*

Double-numbered with PRL 432

Introduction to communications tools used to disclose and explain a company's financial performance, business goals, objectives and strategies. Writing includes research, "C-Suite" language and basic financial statements. Additional work is required of graduate students.

Advisory recommendation Prereq: PRL 604 and PRL 631

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

PRL 635 Public Relations Culminating Experience (3 Credits)*Public Communications*

Students work in a professional setting full-time for a minimum of eight weeks. Students are responsible for a journal of observations, and a midpoint and final evaluations. PR master's student with 33 completed hours toward degree required.

Advisory recommendation Prereq: PRL 615 and PRL 725 and PRL 525 and COM 698 and VIS 607

PRL 643 Diversity in Public Relations (3 Credits)*Public Communications*

This course addresses diversity issues which are imperative to understand as consumers and producers of public relations media.

PRL 645 The Ethics of Advocacy (3 Credits)*Public Communications*

Double-numbered with PRL 345

Study and application of moral philosophy to ethical decision making in organizations. Examines ethical challenges in public relations, business management, advocacy, public affairs, or other career avenues. Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Civic and Global Responsibility (<https://coursecatalog.syracuse.edu/shared-competencies/civic-and-global-responsibility/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

PRL 690 Independent Study (1-6 Credits)*Public Communications*

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.

Repeatable

PRL 700 Selected Topics (1-6 Credits)*Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester.

Repeatable

PRL 725 Public Relations Management (3 Credits)*Public Communications*

Historical and current management theories and practices to apply to the public relations function. Students learn the responsibilities of managing a public relations department.

Advisory recommendation Prereq: PRL 605, and PRL 611 and PRL 614

PRL 735 Public Diplomacy Practicum (3 Credits)*Public Communications*

A practicum in student internships in professional settings based on interest and career plans. Students will intern and create a portfolio of writing, graphics, and research samples. The course will also include a comprehensive exam.

Advisory recommendation Prereq: VIS 607, PRL 602, PRL 611, and PRL 615

PRL 997 Masters Thesis (0-6 Credits)*Public Communications*

Repeatable