

PUBLIC RELATIONS (PRL)

PRL 200 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 206 Public Relations Principles & Practice (3 Credits)

Public Communications

Introduction to the field of public relations, its history and future; careers; job requirements; role as management function building two-way communications for organizations and their publics; ethics and social responsibility; social media trends; emerging technology.

Prereq: COM 107

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/>)

PRL 214 Writing for Public Relations: Media and Messaging (3 Credits)

Public Communications

Introduction to the strategic writing process, strategic storytelling, media relations and pitching techniques. Understanding audiences, professional writing skills using AP style, teamwork, planning and presentation skills.

Prereq: COM 107 and PRL 206

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

PRL 280 International Course (1-12 Credits)

Public Communications

Offered through SUAbroad by educational institution outside the United States. Student registers for the course at the foreign institution and is graded according to that institution's practice. SUAbroad works with the S.U. academic department to assign the appropriate course level, title, and grade for the student's transcript.

Repeatable

PRL 300 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 315 Public Relations Research (3 Credits)

Public Communications

The application of social science research methods to solve public relations planning, implementation, and evaluation problems. Students design and carry out actual research projects and produce final client reports.

Prereq: PRL 206

Shared Competencies: Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>); Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

PRL 319 Social Media & Society for Public Relations (1.5 Credits)

Public Communications

Double-numbered with PRL 619

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 320 Digital & Social Media Innovation for Public Relations (1.5 Credits)

Public Communications

Double-numbered with PRL 620

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 345 The Ethics of Advocacy (3 Credits)

Public Communications

Double-numbered with PRL 645

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 376 Content Optimization for Public Relations Writing (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 develop an ePortfolio.

Prereq: PRL 214

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

PRL 400 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 424 Public Relations Management and Leadership (3 Credits)

Public Communications

Double-numbered with PRL 624

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.

Prereq: PRL 315 and (PRL 215 or PRL 376)

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 425 Public Relations Cases & Campaigns (3 Credits)

Public Communications

Students apply management, strategic planning, problem solving, tactics and research to client needs. Teams design, execute and evaluate appropriate integrated campaigns for actual clients. Frequent client/team contact and interaction required.

Prereq: (PRL 215 or PRL 376) and VIS 207

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

PRL 431 Intro to Financial and Investor Communication (1.5 Credits)

Public Communications

Double-numbered with PRL 631

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 432 Writing for Financial and Investor Communication (1.5 Credits)

Public Communications

Double-numbered with PRL 632

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.

Prereq: PRL 214 and PRL 431

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

PRL 470 Experience Credit (1-6 Credits)

Public Communications

Participation in a discipline or subject related experience. Student must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing.

Repeatable

PRL 490 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 499 Honors Capstone Project (1-3 Credits)

Public Communications

Completion of an Honors Capstone Project under the supervision of a faculty member.

Repeatable 3 times for 3 credits maximum

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