

# Public Relations (PURE)

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## **PURE 1800 Public Relations Principles (3 credits)**

Covers principles, history, theory and practice of public relations in business, organizations and agencies. Discusses public relations programs; the responsibility of the public relations practitioner to management and to relevant publics; ethics of public relations practice; future of the field and career opportunities.

*Level of Study:* Undergraduate

*Marquette Core Curriculum:* SSC Expanding Our Horizons

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=PURE%201800>)

## **PURE 3000 Public Relations Research and Measurement (3 credits)**

Introduces students to the role of research and measurement in public relations planning and evaluation. Emphasizes research design and the use of primary and secondary research to establish a situation analysis and audience analysis. Students learn how to use data sets and conduct appropriate data analysis, quantitatively and qualitatively. Students also learn how to report, interpret and present research findings.

*Prerequisite:* PURE 1800 and COMM 2500, declared PURE majors and minors.

*Level of Study:* Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=PURE%203000>)

## **PURE 3600 Public Relations Writing (3 credits)**

Covers the basics of public relations writing, including the principles of effective professional writing, finding and generating newsworthy information for print, electronic and "new" media. Topics covered include: news releases, fact sheets, brochures, online public relations, media kits, speech writing, crisis communication, and spokesperson training. Writing portfolios are assembled for purposes of future internships and employment. All classes held in a computerized writing laboratory.

*Prerequisite:* PURE 1800 and ADPR 2200; and restricted to declared ADVE, CCOM and PURE majors and minors.

*Level of Study:* Undergraduate

*Marquette Core Curriculum:* Writing Intensive

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=PURE%203600>)

## **PURE 3800 Public Relations Strategies (3 credits)**

Covers public relations theories and strategic planning processes and how they are applied to "read world" public relations cases and problems. Emphasis is on the role of strategic problem solving and public relations. Case study analysis is used to explore the effectiveness of PR strategies and expose students to a variety of PR applications (e.g., media relations, social media, internal communication, international promotion, investor relations, IMC). Students also learn and discuss ethical decision-making in various PR situations.

*Prerequisite:* PURE 1800; PURE major or minor; or cons. of instr.

*Level of Study:* Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=PURE%203800>)

## **PURE 3850 Crisis Communication and Reputation Management (3 credits)**

Covers the vital role communication practitioners play in contemporary crisis communication and reputation management, and the tools used to prepare for and manage emergency situations from a communications perspective. Emphasizes balancing the roles as the strategic thinker (assessing organizational vulnerability, team development, etc.) and the effective tactician (message development, channel selection, etc.) and reconciling them against the reality organizations in crisis face when serving myriad stakeholders in the digital age. Includes lectures, case studies and in-class exercises designed to develop real-time thought processes and writing for situations that could threaten brand reputation.

*Prerequisite:* ADVE 1400, CCOM 2000, or PURE 1800; ADVE, CCOM, or PURE major or minor.

*Level of Study:* Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=PURE%203850>)

## **PURE 3986 Internship in Public Relations (0-3 credits)**

Work experience in public relations in specific organizational settings, supervised by an approved professional coupled with related academic work assigned. Approval of departmental internship director required in advance of internship. May be taken more than once to a maximum of three credits total. 0 credit is SNC/UNC grade assessment; 1-3 credits is S/U grade assessment.

*Prerequisite:* ADPR 2200 and PURE 1800 and cons. of dept. ch.; or PURE 1800 and JOUR 1100 and cons. of dept. ch. Consent required.

*Level of Study:* Undergraduate

*Marquette Core Curriculum:* Engage Social Systems & Values 2

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=PURE%203986>)

**PURE 4997 Public Relations Campaigns (3 credits)**

Senior capstone course. Covers public relations issues management for corporations, government and non-profit groups. Working in teams, students design a public communication campaign involving media management, community relations, educational outreach or other methods of advocacy in the public forum for achieving social justice goals using public relations strategies and tactics. The public communication campaign proposals are designed for local or national clients and reviewed by industry professionals, the client and the instructor. Students conduct field research, analyze results and incorporate findings in their action plans.

*Prerequisite:* PURE 1800, PURE 3600 and PURE 3800; PURE major; or cons. of instr.

*Level of Study:* Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=PURE%204997>)