



Online and Digital Public Relations

PR 3315.001 Fall MWF, 2-2.50 p.m. CRN: 31510 Trent Seltzer, Ph.D.

This course examines the strategic use of online, mobile and social media tools in public relations practice. We'll discuss topics such as how to plan and implement social media strategy, how to track and monitor issues, how to engage with stakeholders, how to cultivate and manage relationships using social media tools and how to plan for and respond to crises in a social media environment. Students will have the opportunity to conduct projects using the college's new social media command center.

Note: PR majors can use this course as a substitute for the PR 4301 special topics requirement; not open to students who have taken PR 4301: Social Media & PR

Prerequisite: PR 3310 and PR 3311 with grade of C or higher.