

Applied Public Relations Research Methods

Prerequisites: Sophomore standing. PR 3310 and MATH 2300 or 2345 with a grade of C or higher.

PR 3380.001

CRN: 31509

MWF, 11-11:50 a.m.

Weiwu Zhang, Ph.D.

Modern public relations practice is **data-driven** and **results-oriented**. This course will offer an in-depth examination of the applied research function in public relations practice. We'll discuss how to **design and implement** projects; **analyze and interpret** data; and how to pitch, package, and **present research** to clients. Much of our focus will be on how to apply research to address real-world public relations problems, guide **strategy development**, and evaluate public relations program and campaign effectiveness.

[Note: PR majors can use this course as a substitute for the MCOM 3380 core requirement; Can also be used to fulfill the PR 4301 special topics requirement for PR majors under catalog 2012-2013 or earlier]