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.

PR majors may use this course as a substitute for the MCOM 3380 core requirement.