

PR Summer 2 Elective

Issues Management

PR 4301.001: Special Topics in Public Relations

CRN: 64060

M-F, 10-11.50 a.m.

Instructor Matt VanDyke

What if you were tasked with responding to the lights going out during the Super Bowl? What if activists were lobbying for stricter environmental regulations on your company? How would you garner favorable public opinion and legislation for your organization? For PR practitioners dealing with these scenarios, strategic issues management can be effective in mitigating conflict and strengthening reputations and relationships. Students in this course will learn the role issues management plays as a strategic management function and how it may be used to influence favorable outcomes for clients and organizations.

