

COMMUNICATION PUBLIC RELATIONS (COPR)

COPR 505 Ethical Issues in Public Relations 3 Credit Hour(s)

When an organization is presented with challenges, it is critical to respond ethically. This course will push the boundaries on ethics and how often they collide with the Christian worldview.

Offered: Online

COPR 510 Public Relations Writing 3 Credit Hour(s)

From press release to press conference, writing in public relations is a complex task. This course will challenge even skilled communicators to consider audience, message, and media in every project.

Offered: Online

COPR 515 Public Relations Planning 3 Credit Hour(s)

Public Relations Planning will explore the process of setting goals and establishing measurable outcomes, using communication tools. This course will challenge students to create campaigns and initiatives that will take their public relations expertise to the next level.

Offered: Online

COPR 530 Corporate and Personal Brand 3 Credit Hour(s)

This course harnesses the tenets of public relations to maximize the power of brand. Through an introduction of corporate and personal brand, students will be exposed to the importance of brand and how they can change an impression.

Offered: Online

COPR 540 Crisis Communication and Planning 3 Credit Hour(s)

This course will introduce the crisis cycle and its impact within the current marketplace. A focused study on the pre-crisis stage will illuminate real opportunities to prevent and mitigate crisis within organizations.

Offered: Online

COPR 545 Crisis Communication and Strategy 3 Credit Hour(s)

This course will delve deeper into the crisis lifecycle and focus on the crisis and post-crisis stage. Students will have the opportunity to navigate through an organizational crisis to develop real outcomes that could be used in any professional application.

Offered: Online

COPR 610 Communicating Organizational Change 3 Credit Hour(s)

Based on the roles of communicators in organizational change, this study focuses in on moments of change and offers strategic solutions to take organizations to the next level.

Offered: Online

COPR 640 Analytics in Crisis Communication 3 Credit Hour(s)

This course will acknowledge the crisis lifecycle and use a case study approach, to evaluate and analyze historic crises within the marketplace. The need for measurable post-crisis analytics will be used to inspire the prevention of future corporate crises.

Offered: Online