

PR 499 FOUNDATIONS OF CIVIC ENGAGEMENT

Instructor: Dave Quast

Spring 2018

Thursdays

6-9:20 P.M.

Section: 21444D

4 units

This course is designed to provide students with a core framework for community building, governance, and the use of civic resources. It examines traditions of community service, non-profit operations, NGOs and advocacy groups. Emphasis is placed on the 21st Century notion of Corporate Social Responsibility, volunteerism and social activism. Students will leave this course understanding what it means to be engaged in issues, causes and governance at local, national and global levels, plus the key role public relations practitioners play.