

PR 499 PUBLIC RELATIONS MANAGEMENT: A 360-DEGREE VIEW

Instructor: Kirk Stewart
Spring 2018 | 4 units
Thursdays, 6:30-9:50 p.m.
Section: 21446
Open to juniors, seniors
and graduate students

THIS MANAGEMENT COURSE IS THE FIRST OF ITS KIND IN PR EDUCATION: STUDENTS WILL EXAMINE THE INNER WORKINGS OF A CORPORATE PR DEPARTMENT (THE CLIENT) AND THEIR AGENCY OF RECORD! VETERAN CORPORATE AND AGENCY PR EXECUTIVE KIRK STEWART WILL DELVE INTO THE VERY SPECIFIC SKILLS NEEDED FOR MANAGEMENT-LEVEL JOB ON BOTH SIDES OF THE EQUATION. STUDENTS WILL ROTATE BETWEEN BEING THE CLIENT AND WORKING ON THE AGENCY SIDE TO BETTER UNDERSTAND THIS SYMBIOTIC RELATIONSHIP.