



SPRING 2020

PR 426

Influencer Relations

#21459R, Rob Kozinets, Tuesdays, 6-9:20 p.m., 4 units

Influencers rule social media, and the growing world of influencer relations is dominating PR, communications, marketing and advertising. With industry guest speakers, including local influencers, PR 499 provides a weekly forum to discuss and learn about the crucial and sensitive role of public relations professionals in the new influencer economy.