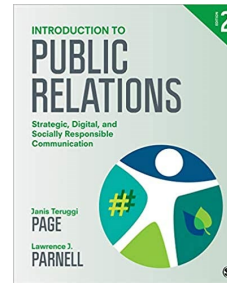


Welcome Students!

COM 211L 741: Intro to Public Relations

Professor Joanna Huyck, Fall I 2024

Monday, August 26 – Thursday, October 17, 2024



3-credits | 8-weeks | Accelerated (twice the pace of a full semester course)

About the course:

This course is designed to help students develop an understanding of public relations from a theoretical and a strategic management perspective. Specifically, the course will help students trace the history and development of the field; critically assess the role of public relations in modern societies; develop an understanding of theoretical concepts and practical techniques of public relations in interpersonal and organizational communication; and evaluate the relationships between public relations, journalism, advertising, marketing, and other communication disciplines in modern societies.

During the course we will use a mix of interactive lectures and guided online discussions/ analytical writing exercises, research, readings, and audio-visual materials, as appropriate. Assignments may include an individual and/or group project, written formal papers, presentations, and tests. Although training will be provided by Marist, you should have no problem using Brightspace if you know how to use a computer for basic tasks, have experience surfing the web, and know how to download and upload (attach) files.

This course is taught **fully online** through Marist's course management system, called Brightspace. This system will provide students 24/7 access to the course materials (syllabus, readings, assignments, etc.), individual grades, and messages. **Login times and dates are asynchronous and flexible, but students must stay on pace with the course. Expect minimum weekly login requirements and regular deadlines.**

Required Text (pictured above)

Page, J.T., and Parnell, L.J. (2021). *Introduction to Public Relations: Strategic, Digital, and Socially Responsive Communication*. 2nd ed. Sage. ISBN: 9781544392004

The 2nd edition is required. Please do not order an older edition! A better way to cut your text cost is to search online for the best deal. Search by ISBN to make sure you get the right book. Feel free to go with any format of the 2nd edition that works for you (rental, used hard copy, digital copy, etc.). Be mindful of shipping and delivery dates when ordering. If renting (hard copies or digital) be sure the access dates cover the entire course period.

[Click here to order the text from the publisher](#) and explore other *optional* publisher support services available for the text. [Click here to order the text from Amazon.](#)

"See" you in class!

Joanna Huyck

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