

# PUBLIC RELATIONS FUNDAMENTALS (PRFD1-CE)

## **PRFD1-CE 8123 Building Reputation in a Regulated Environment (4 Credits)**

This three-day intensive course—sponsored by the NYU School of Professional Studies Finance, Law, and Public Relations and Corporate Communication programs—is for mid- to senior-level professionals in legal, corporate compliance, internal audit, investor relations (IR), and corporate communications who want to move beyond a media/PR-metrics model and to better understand legal and IR’s role in effective and compliant communications. These practice areas require greater collaboration and mutual advocacy, as regulatory demands increase in complexity and as communication increases in volume and velocity. In this course, learn how to expand management’s understanding of the wide range and impact of external influencers and how they directly correlate to share price. Through high-profile speakers, panel discussions, and workshops, explore a holistic model of stakeholders’ perceptions of corporate compliance and reputation and their effects on a balance sheet and on long-term profitability. Learn about protecting reputation and image while limiting legal risk. Also, become knowledgeable about how to address legal, financial, and public relations risk-management issues, including governance, transparency, legal compliance standards, and stakeholder communication.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## **PRFD1-CE 9200 Public Relations Writing for International Professionals in a Globalized Marketplace (2.5 Credits)**

Develop strategies for creating and delivering more effective written communication for a globalized economy. The role of the PR professional is constantly evolving to include creating a wide range of traditional, online, and social media content. Accordingly, PR writing must extend beyond conventional business communication and seek to inform, motivate, engage, and persuade culturally diverse audiences across the increasingly unified sectors of public relations, integrated marketing, and online media. PR professionals must understand the various types of PR writing styles that convey clarity, authority, and impact. These writing skills are necessary to build a company’s reputation and to leverage data, polls, surveys, and research studies in order to satisfy multiple functions and to maintain confluent messaging that aligns with diversifying audiences in meaningful ways. This course, designed for PR professionals, combines creative class discussions and in-class activities. Learn practical and readily applicable methods for researching and designing content, as well as for writing with effective style, diction, tone, and voice, to enhance your PR messaging and campaigns. Emerge with a clear, concise, and unique approach to writing that connects with international audiences across media.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## **PRFD1-CE 9300 Entrepreneurial PR: Leadership and Organizational Communication Strategies in Today’s Startup Culture (2 Credits)**

This course is designed to provide public relations and communications professionals with a deep understanding of how to integrate entrepreneurial strategies with organizational communications functions in today’s startup culture. Examine how, in addition to being a strategic communications process, PR is now a management function that leverages data and social psychology. This role evolution has established entrepreneurial PR and communications professionals as true business partners who, ultimately, impact businesses and the public at large. How do visual storytelling, rhetorical conventions, and emotional intelligence in digital communications relate to more traditional PR tactics? And how does this convergence of old and new create more meaningful connections with audiences? Consider dynamic case studies from leading organizations within the on-demand (“sharing”) economy, including entrepreneurs across startup companies like Airbnb, Uber, StubHub, Blue Apron, Seamless, and Lyft that often take a nontraditional communication approach and are having a massive impact on the global stage, alongside larger companies such as Netflix and Groupon. Through creative class discussion and interactive presentations, learn how the new communications professional has enabled startups to incorporate innovative public relations strategies to create strategic messaging, engagement, and an overall reputation that resonate with a global intergenerational audience.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## **PRFD1-CE 9640 Public Relations: The Principles of the Practice (2.5 Credits)**

Analyze the principles and ethical components underlying the management of a sound public relations program using both a theoretical and real-world approach. Examine the specific requirements for interacting successfully with various publics—from consumers to media—with regard to crisis, image building, and social responsibility. Survey industry-derived case studies to better understand how to design and implement effective public relations campaigns.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

## **PRFD1-CE 9642 PR Research, Strategy, Tactics, Planning, and Assessment (1.5 Credits)**

PR professionals operate in an environment that is critically dependent upon sophisticated and expensive information. In all industries, it is critical for data gatherers to be sensitive to misuses of statistics that can harm an organization. In this course for non-researchers, learn more about finding, assessing, creating, and buying information. Gain knowledge of what research journalists actually do. Topics covered include types of research that PR people can do in-house, the range of databases and other services that can be purchased, assessment and purchasing of professional research services, effective communication of complex information, and professional and ethical issues.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**PRFD1-CE 9643 Global Public Relations Strategy and Execution Intensive (4 Credits)**

Relationships between corporations, government or nongovernmental agencies, nonprofits, small businesses, public relations firms, private consultants, and specific stakeholders are constantly changing. The interaction of global communication and economic dynamics with digital technologies requires monitoring and responding proactively or reactively—what’s now called “global public relations.” Today’s business decision-makers and management scholars know global relationships with stakeholders are key not only to improving the effectiveness of the management’s decision-making processes but also to ensuring achievement of their global business goals. Immerse yourself in the evolving global public relations conversation. Experience five intense and challenging days in New York City, the world’s capital of media and public relations. Discover what truly defines global public relations today and how it differs from traditional domestic practices.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes

**PRFD1-CE 9655 Media Relations: Present and Future (2.5 Credits)**

Learn how a publicist appeals to the minds that matter most. Examine the essential elements of developing an innovative and powerful media relations plan. Analyze the evolving and symbiotic relationship between public relations, advertising, and marketing, and have the opportunity to evaluate contemporary trends in media relations including digital, print, and electronic outlets. The importance of developing distinct media pitches for various media outlets with mutually beneficial aspects will be practiced and applied.

**Grading:** SPS Non-Credit Graded

**Repeatable for additional credit:** Yes