

PUBLIC RELATIONS WRITING (PRWG1-CE)

PRWG1-CE 1010 Basic Public Relations Writing (2 Credits)

Writing for bottom-line results is critical in the world of public relations. Navigate through complex client requirements and technical product information to generate clear, persuasive copy. Weekly exercises include writing news releases, pitch letters, fact sheets, backgrounders, and bios coupled with constructive critical evaluation that give participants valuable hands-on experience. Students also plan and write a complete press kit. Prior knowledge of basic public relations is recommended.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

PRWG1-CE 1011 Writing Essentials for Public Relations and Corporate Communication (2.5 Credits)

Master the basic principles and techniques of writing well while exploring various facets of the writing process. Designed for writers with no prior experience in the field, this foundational course presents the basics of public relations and corporate communication writing and helps students improve their ability to write with clarity, brevity, simplicity, and humanity; the qualities common to all good writing; and essential for the PR professional.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

PRWG1-CE 9293 Marketing and Strategic Communications Writing (3 Credits)

Persuasive writing demands more than a working knowledge of language, grammar, and paragraph construction. It requires an understanding of how individuals, businesses, and government institutions communicate to influence decision-making, including the use of three essential framework tools: clear objectives, knowledge of the target audience, and key messages. In this course, learn how to apply these tools to formats commonly used by marketing and public relations professionals, like press releases, backgrounders, biographies, position statements, ads, email newsletters, web content, blogs, and presentations. Also, analyze strategies and techniques for mastering the art of persuasion, participate in stimulating class exercises, review real-world examples, and discuss weekly writing assignments.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

PRWG1-CE 9622 The Corporate Communication Writer (2 Credits)

Writing to specific objectives as part of an overall corporate communication strategy is primary to the basic skill set of a successful corporate communication professional. This workshop offers writing exercises coupled with constructive feedback on assignments typically required of a writer in a corporate setting. Gain practical experience by researching, conceptualizing, and writing speeches, annual reports, slide and video presentations, internal publications, and other key executive documents.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

PRWG1-CE 9627 Perfecting Your Pitch to Print, Broadcast, and Online Media (2 Credits)

Improve your pitching skills by going face to face with some of the most influential producers, editors, and reporters from top-tier media outlets, including The New York Times, FOX News, and CNN. Acquire the critical skill of pitching to producers; bloggers; and print, broadcast, and online reporters; in person, on the phone, and by e-mail; and receive immediate feedback on ways to strengthen your pitch. Learn to develop a viable and lucid angle, to listen responsively, to adjust the pitch accordingly, and to build lasting relationships with key media contacts. Create weekly pitches for real and imaginary clients, and receive critiques from industry professionals.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

PRWG1-CE 9670 Writing Essentials for Public Relations and Corporate Communication (2.5 Credits)

Learn the basic principles and techniques of good writing, and work through the writing process. Designed for writers with no prior experience in the field, this foundational course presents the basics of public relations and corporate communication writing. Improve your ability to write with clarity, brevity, simplicity, and humanity; the qualities common to all good writing; and essential for the PR professional.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

PRWG1-CE 9692 Beyond the Basics: Advanced Public Relations Writing and Editing (2.5 Credits)

There's more to public relations writing than product and personnel announcements. This course helps students write and edit the work of others; including clients and CEOs; and create copy that gets results. Learn to produce press releases that tell stories; features that are timely; pitch letters that grab the reporter's interest; and persuasive opinion pieces, PSAs, and speeches. In this hands-on workshop, participants discover how to trim bloated prose and eliminate jargon, use examples from the media, and follow trends, adapting their work to reflect current events. The course combines in-class exercises, homework assignments, and group critiques.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes