



**EFFECTIVE: SEPTEMBER 2004**  
**CURRICULUM GUIDELINES**

A. **Division:** Instructional Effective Date: September 2004

B. **Department / Program Area:** Language, Literature and Performing Arts / PRINT FUTURES Revision  New Course

If Revision, Section(s) Revised: D, F to H, M to R  
Date of Previous Revision: November 1997  
Date of Current Revision: March 3, 2003

C: **PRFU 370** D: **Public Relations Writ**

**with an emphasis on the role of effective communication strategies in the corporate environment. Students will focus on the role of public relations in the organization and the application of communication strategies and tools for communications planning.**

**G: Allocation of Contact Hours to Type of Instruction / Learning Settings**

Primary Methods of Instructional Delivery and/or Learning Settings:  
Lecture  
Seminar

Number



**Q: Means of Assessment**