<table>
<thead>
<tr>
<th><strong>Course Title:</strong></th>
<th>Public Relations Writing</th>
<th><strong>Term/ Semester/Year:</strong></th>
<th>Fall/ 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Course Catalog Number:</strong></td>
<td>COMM3035</td>
<td><strong>Instructor:</strong></td>
<td>Brian Lewis</td>
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**Course Description:**
The course is intended to provide students with a fundamental understanding of different written communication tools.

**Prerequisites (If any):**

**Goals and Objectives:**
Students will learn how written tools are conceptualized, produced and implemented. Through analysis of these tools and direct, hands on experience, students will learn to determine the most appropriate tools and how to write creatively and persuasively.

**Course Topics:**
- Principles of PR writing
- Foundations of PR writing
- Persuasive writing and opinion
- Steps of persuasion
- Message source
- Writing specific tools
- Choosing appropriate media
- Speech writing

**Text:**