



COMMUNICATION STUDIES



QUESTIONS? GET IN TOUCH

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EXPLORE THE WORLD OF GLOBAL PR & PD

How do multinational corporations like Nike, H&M, Starbucks, Ikea, and Volkswagen communicate with stakeholders in different countries? How do countries use traditional and social media to build their brand in foreign countries? This course teaches you the tools to design and analyze public relations and public diplomacy campaigns for international audiences. Via case studies, this course puts you into the role of a PR and PD strategist. Join me for this practical approach to global public relations and public diplomacy.



REGISTER FOR SPRING 2024

PREREQUISITES: 30 CREDIT HOURS OR MORE



COM 230: TU/THU 3:00-4:15 | IN-PERSON GLOBAL PUBLIC RELATIONS & PUBLIC DIPLOMACY