

# DMC C150: INTRODUCTION TO PUBLIC RELATIONS

---

Item	Value
Top Code	060100 - Media and Communications, General
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

## Course Description

This introductory course provides an overview of public relations (PR) as a strategic communication discipline. Students will explore the fundamental principles and practices of PR, including media relations, crisis communication, event planning, and social media management. The course emphasizes the role of public relations in shaping public perception and fostering positive relationships between organizations and their stakeholders. Transfer Credit: CSU.

---

## Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)