MAC125: Writing and Production for Public Relations

Department of Mass Communication

Covenant University
1. MAC125
1.1. MAC125: Writing and Production for Public Relations

The prerequisite for this course is MAC115. The course is a practical oriented course designed to
train students on the principles of effective writing and production in public relations. The course
discusses the various styles of writing speeches, features for PR use, news releases, position
papers, reports etc. The course will also discuss how to produce newsletters, in-house journals,
brochures etc.