PRE425: Public Relations Consultancy (2 Units)

Department of Mass Communication

Covenant University
1. PRE425
1.1. PRE425: Public Relations Consultancy (2 Units)

Public Relations Consultancy and its relation to the in-house Public Relations department. A sampling of issues requiring external Public Relations Consultancy. Benefits and problems of using external consultancy services. Students are given opportunities for practice, working in-groups, which serve alternately as consultants and clients.