

PRE423: International Public Relations (2 Units)

Department of Mass Communication

Covenant University

1. PRE423

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Analysis of trends, issues and problems confronting public relations departments in multinational corporations, nations and other organisations involved in international trade and business. The other dimension of the course is the familiarization of the students with the activities and codes of ethics of the international public relations associations (IPRA, WAPRA, etc). The course also deals with theories and models of IPR.