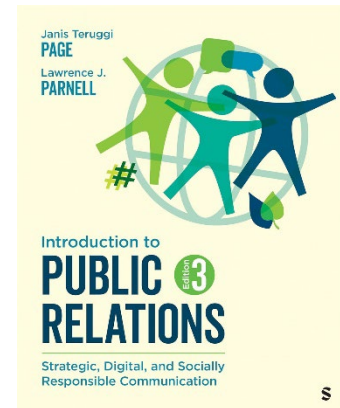


Welcome Students!

COM 211L 721: Intro to Public Relations

Professor Joanna Huyck, Summer 2025

Monday, June 2 – Friday, July 25, 2025



3-credits | 8-weeks | Accelerated (twice the pace of a full semester course)

About the course:

This course is designed to help students develop an understanding of public relations from a theoretical and a strategic management perspective. Specifically, the course will help students trace the history and development of the field; critically assess the role of public relations in modern societies; develop an understanding of theoretical concepts and practical techniques of public relations in interpersonal and organizational communication; and evaluate the relationships between public relations, journalism, advertising, marketing, and other communication disciplines in modern societies.

During the course we will use a mix of interactive lectures and guided online discussions/ analytical writing exercises, research, readings, and audio-visual materials, as appropriate. Assignments may include an individual and/or group project, written formal papers, presentations, and tests. Although training will be provided by Marist, you should have no problem using Brightspace if you know how to use a computer for basic tasks, have experience surfing the web, and know how to download and upload (attach) files.

This course is taught **fully online** through Marist's course management system, called Brightspace. This system will provide students 24/7 access to the course materials (syllabus, readings, assignments.), individual grades, and messages. **Login times and dates are asynchronous and flexible, but students must stay on pace with the course. Expect minimum weekly login requirements and regular deadlines.**

Required Text (pictured above)

Page, J. T., & Parnell, L. J. (2024). Introduction to public relations: Strategic, digital, and socially Responsible communication (3rd ed.). Thousand Oaks, CA: SAGE Publications, Inc.

[Click here to order from the bookstore](#)

[Click here to order from the publisher](#)

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eBooks are encouraged, but do NOT buy Sage Vantage access. We will not use it. The mid-term and final exam questions will be based on the 3rd edition of the text. If you rent or buy elsewhere, be sure you get the 3rd edition and that the access dates cover the entire course period.

"See" you in class!

Joanna Huyck

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