

Welcome!

COM 211: Intro to Public Relations

With Dr. Paul Koomson

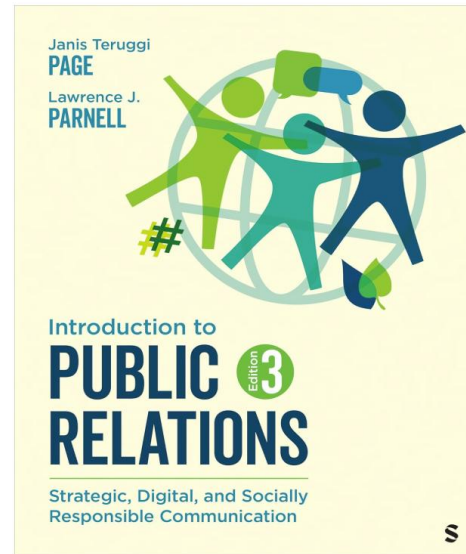
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Winter 2026

Start: Saturday, December 13, 2025

End: Friday, January 16, 2026



Course Description

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

Course Delivery

The course will be delivered asynchronously through Brightspace. You will learn through a combination of instructional methods, including interactive lectures, readings, discussions, research, project work, audiovisual materials, and case studies.

Required Textbook

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. (ISBN: 1071901958) Order: [Click to order from Marist Bookstore](#) | [Click to order from Amazon](#)

About me

I am Dr. Paul Koomson, a Public Relations professor at Marist University. I merge insights from my 20 years of international practice of public relations and broad areas of media and communication industries with theory to help students become effective and responsible strategic communication professionals.

I look forward to working with you to build a strong public relations foundation that supports your academic and career success.