

PRINCIPLES OF PUBLIC RELATIONS

Professor: Kelli Burns, Ph.D.

Welcome to Principles of Public Relations. I'm Kelly Burns, your professor for this course, and an associate professor in the Zimmerman School of Advertising and Mass Communications. I pretty much teach across the public relations sequence, so I also teach writing and research, advanced PR, and PR issues. So I really enjoy teaching this class because it really brings together all those classes and gives you an introduction to what you are going to be seeing in the future.

And what you're going to learn in this course, is how public relations functions in society. And we're going to talk about a lot of different topics, not only corporate public relations, but also government and politics. We're going to talk about tourism, sports, entertainment, nonprofit public relations, and really whatever your passion is. There is a place for you in public relations, so I think you'll find this course interesting, and you'll learn a lot about how public relations functions within society.

I want students to walk away from this class with an appreciation of what communication can do in society. Not only can it help you sell products and services, but it can and also get political candidates elected, legislation passed, attract tourists for a destination, or get fans excited about a sports season.

The one thing I love about public relations is that whatever your passion, there is a place for you in this field. So think about what you really love, whether it's sports, or cooking, or running, and there is a job for you in public relations where you can really do what you love.

So I'm looking forward to a great semester. I'd love for you all to come by and visit me during by office hours. I really will miss the opportunity to see you face to face on a weekly basis. So it's really important to me to be able to build that relationship with you. So please reach out. Please come by, and maybe we'll even have a few opportunities this semester for some to meet and greet. So I'm looking forward to it, and thanks so much.