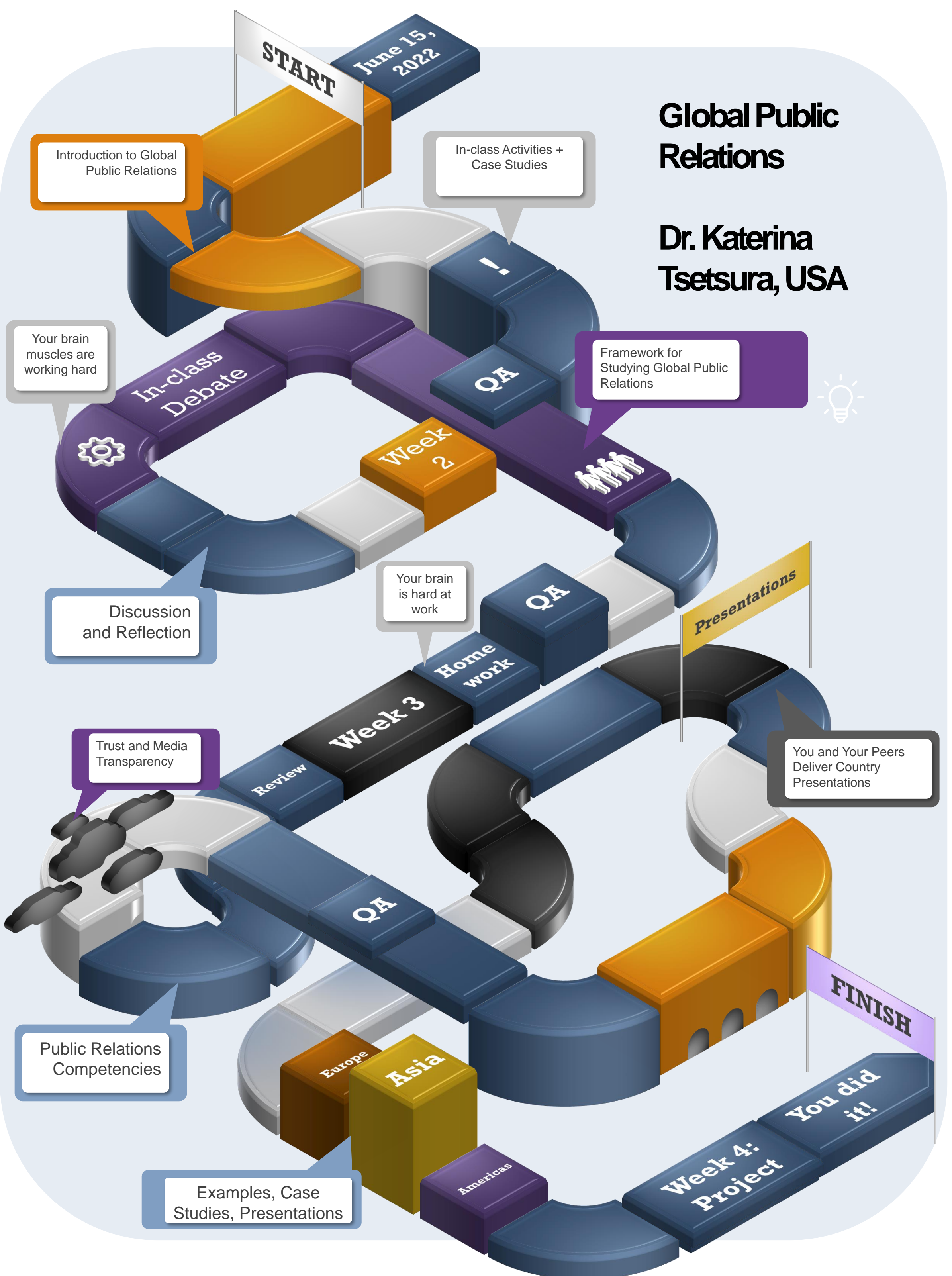


Global Public Relations

Dr. Katerina Tsetsura, USA



Course Description

This upper-level undergraduate course is designed to introduce students to global perspectives on public relations theory and practice. The goal is to familiarize students with the rapid development of the public relations field in multiple regions of the world and to

demonstrate opportunities the field offers to future professionals in the areas of corporate communication, international relations, government, transnational businesses, non-governmental organizations, and global public relations firms.

This is a great elective for those who plan to work for large or mid-size communication agencies, corporations, non-profit organizations, and government. Readings will be available online: <https://www.tsetsura.com/spice>

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