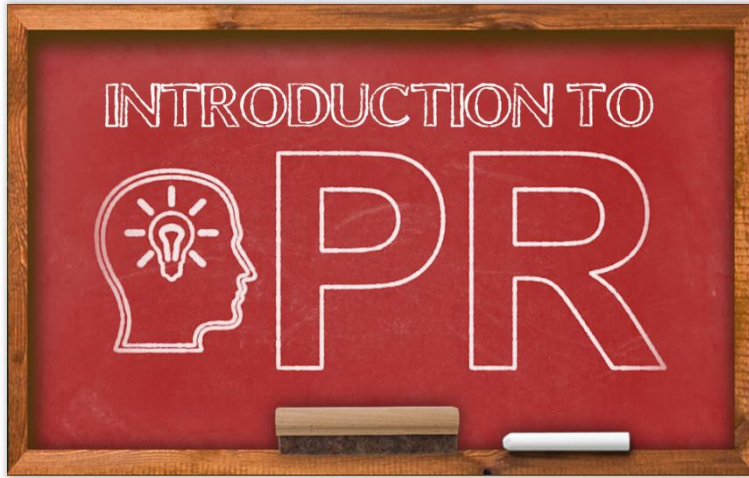




WELCOME

to Your **COM 211**



ONLINE CLASS

Marist College
3399 North Road
Poughkeepsie, NY 12601
(845) 575-3000, ext. 2653
Jennifer.Robinette@Marist.edu

Your **WINTER 2024** **Introduction to Public Relations Course...**

- is designed to introduce you to the PR profession. You will learn how organizations manage relationships with different publics and stakeholders and communicate strategically through various channels, including mass media and social media.
- You will explore the practice of PR on a regional, national, and international scale, within agencies and corporate departments, and within different areas of specialization including entertainment, sports, and community, consumer, employee, government, and media relations.
- **begins Saturday, Dec. 16**, with an **Orientation** to kick off your participation in the course; the **deadline for completing all steps** of your Orientation in **Brightspace** is **11:59 p.m. (EST) Wednesday, Dec. 20**.

Our Textbook

Page, J. T., & Parnell, L. J. (2020). *Introduction to public relations: Strategic, digital, and socially responsible communication* (2nd ed.). Thousand Oaks, CA: SAGE Publications, Inc.

eText

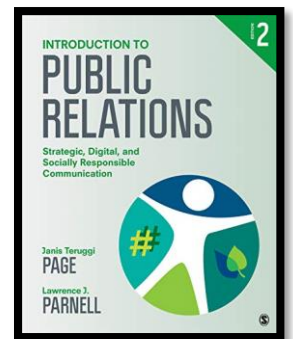
ISBN-13: 9781544392028

Print

ISBN-13: 9781544392004

The **required textbook** for the class is available through:

Marist's Bookstore, Chegg, Amazon, eBooks, VitalSource, and the **publisher's site**.



Your Professor...

- earned a M.A. in communication from Marshall University in Huntington, WV, in 1996 and a Ph.D. in communication and information studies from the University of Kentucky in Lexington in 2011.
- worked as a public relations professional between master's and doctoral programs, including as a lobbyist, a market research analyst, a pharmaceutical sales representative, and a medical equipment sales executive.
- has taught college communication courses since 1994 and has been teaching online since 2010.
- has won awards for building online classes and innovative use of technology.
- has been teaching communication and public relations classes at Marist since 2015.
- coordinates public speaking across the curriculum at Marist.
- is the Faculty Advisor for **North Road Communications**.

Looking forward to a fun & cozy Winter session!

Dr. Jennifer Robinette



Public Relations Program
Department of Communication

MARIST