



COM 212_721 Public Relations Writing Tools Summer 2024 course with Babette Fasolino

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Required Text: • *Public Relations Writing and Media Techniques* (8th Ed.); Wilcox & Reber (ISBN # 9780134010496)

Welcome to the summer version of COM 212! This course is completely online.

This course introduces students to the theory, strategy and practical writing skills associated with entry-level public relations practice. Students will be exposed to different forms and styles of public relations writing and how these communication activities are guided by theory. Students will also gain an understanding of message development, placement, and evaluation, particularly as they relate to various communication media. By the end of this course, students will have created a portfolio of professional writing samples that will be useful to you in future interviews!

Course Structure: This is a print, broadcast, and digital public relations writing-intensive course. Students will gain hands-on research, writing and client service experience along with “real world” applications.

About me:

I am a Professional Lecturer at Marist College specializing in Public Relations. I graduated from Marist in 2009 with my MA in Communications & Organizational Leadership. I spent over 25 years working as a professional Public Relations manager, creative services designer, and feature writer. I am also the Internship Coordinator for the Marist COM dept. I look forward to working with you!

Prof. Fasolino