



3 Courses

Principles of Public Relations

Working with the Media

The Nuts and Bolts of Public Relations



University  
of Colorado  
Boulder

Aug 5, 2022

**ASHLEY MARIE BIGGS**

has successfully completed the online, non-credit Specialization

# Introduction to Public Relations and the Media

Most brands have a mission statement and core values that describe a company's pillars of operation. PR practitioners work to tell a company's story to key stakeholders for the purposes of awareness, advocacy, and education. In this specialization, learners are introduced to the history of public relations, the field and practice of public relations, and the industry's continued adaptation to the ever-changing media landscape. Topics covered include branding, corporate social responsibility, media relations, issues management, and crisis communication. Learners emerge from this specialization with several portfolio pieces, including a media contact list, press release, story pitch, and crisis communication plan.

Erin Willis, Associate  
Professor, College of  
Media, Communication  
and Information

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