



UNIVERSITI TEKNOLOGI MARA

PRO531: WRITING FOR PUBLIC RELATIONS

Course Name (English)	WRITING FOR PUBLIC RELATIONS	APPROVED
Course Code	PRO531	
MQF Credit	3	
Course Description	no description provided	
CLO		<i>No Course learning outcomes provided</i>
Pre-Requisite Courses	No course recommendations	
<b>Topics</b>		
1. Introduction to public relations writing		
2. Research for the public relations writer		
3. Writing principles		
4. News for Broadcasting		
5. Feature writing		
6. Writing Advertising copy		
7. Writing for the web		
8. Newsletter and brochures for Print and Online Media		
9. Proposal writing		

<b>Reading List</b>	<b>Reference Book Resources</b>	<ul style="list-style-type: none"> <li>• Newsom, D. &amp; Haynes, J. 2008, <i>Public Relations Writing: Form &amp; Style</i>, 8 Ed., Belmont, CA: Thomson Wadsworth.</li> <li>• Breakenridge, D 2008, <i>PR 2.0 : New Media, New Tools,</i>, New Audience New Jersey, Pearson Education, I</li> <li>• Wilcox, D.L. 2009, <i>Public Relations Writing and Media Techniques</i>, 6 Ed., Boston, MA: Pearson Allyn and Bacon.</li> <li>• Smith, R.D. 2003, <i>Becoming A Public Relations Writer</i>, 2 Ed., New Jersey, : Lawrence Erlbaum Associates, In</li> </ul>
<b>Article/Paper List</b>	This Course does not have any article/paper resources	
<b>Other References</b>	This Course does not have any other resources	