

TEACHING EXPERIENCE

Aug. 2010-Current

School of Communication

University of Miami

Instructor of Public Relations

Public Relations and Social Media

- Designed this graduate and upper-level undergraduate course with the aim of students learning about the practice of public relations as it relates to the strategic use of new media technologies
- Students conduct research and gather relevant public relations best practices and case studies as well as gain technical, “how-to” knowledge through class exercises
- Conclude course with a social media integration project where students are required to utilize the knowledge gained through the course to integrate social media into existing organizational public relations activities

Public Relations Campaigns

- Senior capstone course offering students experience in using public relation concepts that span a range of topics (theories, principles, strategies, research, teamwork, planning, etc.) aimed at the professional development of students
- Recruit class clients for semester-long campaigns that are planned and executed by student teams
- Oversee campaign project and provide feedback throughout, serving as the campaign advisor

Research Methods for Public Relations

- Junior-level public relations research course focusing on applications of strategic planning, message evaluation, opinion research, and theory testing of public relations programs
- Emphasis on both qualitative and quantitative methods and data analysis
- Conclude course with primary research projects for a class client, and students present results to client

Introduction to Public Relations

- Introductory course providing freshman and sophomore students with an overview of the public relations function including history, organization, ethics, legal, etc.
- Students conduct mini-campaigns for University organizations