



Course Description

Course Name: A special topic in public relations Course Code: PRA ٤٠٨	Program: Public relations & advertising Level: Fourth Academic semester: ١st term – ٢nd term
Major:	Number of units: ٣ Practical: (١) Theoretical: (٢)

- **Intended Learning Outcomes:**

A. Information and concepts:

A/١ Mentioning the concepts related to the company's responsibility towards society. A/٢ Describing the nature of the company's responsibilities towards society.

A/٣ Summarizing the factors affecting companies' adoption of social responsibility programs. A/٤ Mentioning the role of corporate communications in marketing social responsibility programs. A/٥ Describing the role of public relations in managing corporate relationships with interest groups.

A/٦ Recognizing the strategies and objectives of public relations in developing relationships with clients.

B. Intellectual skills:

B/١ Conclusion of the scientific framework for social responsibility practices. B/٢ Analyzing the basic concepts of numbers and statistics when presenting the results of studies and market research. B/٣ Analyzing the factors affecting public relations practices in responding to societal issues.

B/٤ Planning programs for managing customer relations through electronic means of communication.

B/٥ Evaluating the effectiveness of some social responsibility programs as case studies in light of their consideration of the characteristics of the target audience, timing and organizational factors related to the organization. B/٦ Discussing how some organizations employ corporate communications to market social responsibility programs.

C. Professional and practical skills:

C/١ Preparing and implementing methods for collecting information about organizations and their different audiences. C/٢ Editing media messages and formulating them in an accurate manner appropriate to the topic or issue to serve the social responsibility programs. C/٣ Preparing a plan for corporate responsibility practices towards society.

C/٤ Writing and presenting a report on the communication strategies for managing the organization's relations with its clients. C/٥ Preparing a customer relationship management program in a company through its pages on social media. C/٦ Criticizing the performance of public relations in social media campaigns in accordance with professional standards.

D. General and transferable skills:

D/∧ Dealing efficiently with the computer and its various programs and accessing the Blackboard educational platform. D/∫ The Internet is used to collect information about organizations. D/∫ Thinking critically. D/ξ Discussing or presenting a lecture or report on the importance and development of public relations.

D/ο Discussing and comparing everything new in the field of public relations. D/∧ Working with the group in a one-team style. D/∫ Time management.

- **Course content:**

ξ-∧ The development of concepts and practices related to the responsibility of the organization towards society.

ξ-∫ Carroll's hierarchy of organizational responsibilities and corporate strategies to respond to their responsibilities.

ξ-∫ Factors affecting companies' adoption of social responsibility programs.

ξ-ξ Social responsibility programs in multinational companies.

ξ-ο Corporate communications and social responsibility programs (concept and objectives).

ξ-∧ Strategies for corporate communications for social responsibility programs.

ξ-∫ Midterm Exam.

ξ-∧ Communication channels used in marketing social responsibility programs.

ξ-∫ The organization's relations with interest groups.

ξ-∧ • CRM.

ξ-∧∧ Dimensions of the quality of the relationship between the customer and the brand.

ξ-∧∫ Six Relationship Building Strategies by Han & Gruning

ξ-∧∫ Customer Relationship Development Tactics.

ξ-∧ ξ The importance of developing relationships with clients ξ-∧ ο Final exam.

- **Teaching and learning methods:**

∧ - The lecture (direct education). ∫ - The discussion. ∫ - Case studies by presenting one of the applied fields for practicing public relations, exchanging opinions and dealing with students. ξ - Dividing students into work teams (cooperative learning). ο - Brainstorming. ∧ - Presentations.

∫ - Self-learning by searching on the Internet, searching inside the library, summarizing what he has seen, and using what he read during the discussions.

∧ - E-learning through the Blackboard platform and interactive lectures via the platform.

- **Student Assessment Methods:**

√/A/∧ - The mid-semester written test. √/a/∨ - Assignments to assess the student's ability for research and investigation.

√/a/∗ - Discussion, participation and observation of students' behavior and performance during the lecture. √/A/ξ - Written test at the end of the semester.