



Course Description

Course Title: An introduction to public relations	Level: First
Course ID: COM 102	Semester:
Credit Units: 3 units (3) Theoretical () Practical	Department: General

- **Learning Outcomes:**

- A) Information and Concepts:**

- 1- Explain the concept of public relations.
- 2- Getting to know the pioneers of public relations.
- 3- Distinguish between the concept of media and advertising, and mention the definitions of advertising and distinguish between its types.
- 4- Knowledge of the ethics of the public relations profession.
- 5- Summarize the characteristics of operators and managers in public relations.
- 6- Recognize the role of the consultant in public relations, with knowledge of the disadvantages and advantages of using him.
- 7- Recognize the importance of public relations in contemporary organizations.
- 8- Distinguish between the concepts of mental image, social responsibility and two-way communication.
- 9- Identify the stage of research and information gathering as one of the public relations operations.
- 10- Summarizing the planning stage, methods of identifying the audience, and formulating public relations programs.
- 11- Know the concept of communication and distinguish between its different types and forms.
- 12- Remember the most important means of communication for public relations.
- 13- Knowing the importance of the new media in achieving the goals of organizations.

B) Mental Skills:

- 1- Analysis of the ethical frameworks of the profession according to four target segments (personal integrity, dealing with the media, behavior towards clients, behavior among colleagues of the profession).
- 2- Infer the difference between professional media and gray and black propaganda.
- 3- Explain the reasons for the importance of public relations.
- 4- Distinguish between the functions of public relations.
- 5- Differentiate between the objectives of public relations and the objectives of its research.
- 6- Choosing appropriate planning strategies for various public relations programs.
- 7- Analyzing the types of communication and its public means and those of public relations.

C) Professional Skills:

- 1- Applying the role of the consultant in the public relations of any organization.
- 2- public relations research design.
- 3- Preparing a plan to launch public relations programs through strategic planning.
- 4- Evaluate the means of private communication in public relations according to the effectiveness of each.

D) General Skills:

1. Using the Internet to search and gather information.
2. Work in a team on collective assignments required.
3. Make a presentation on a public relations plan.
4. Discussing all new in the field of public relations campaigns.
5. Translation of foreign books in public relations.
6. Using the Blackboard platform in the educational process.

Content:

Studying weeks	Topics	Credit Hours
1	An introduction to the course and the historical establishment of public relations.	3
2	Scientific concepts of public relations.	3
3	The first pioneers of public relations.	3
4	Concepts related to public relations (media advertising advertising).	3
5	Professional ethics and charters.	3
6	Mid-Term Exam	3
7	The importance of public relations in contemporary organizations and the motives for interest in them.	3
8	public relations research stage.	3
9	The strategic planning stage for public relations (the concept of planning - its importance - the challenges facing planning).	3
10	Completion of the planning stage (determining available means and capabilities - selecting topics and defining programs).	3
11	The communication stage in public relations and the evaluation stage.	3
12	Public Relations Strategies.	3

• Teaching and Learning Methods:

- Lectures & Online sessions on Blackboard Learning platform.
- PowerPoint Presentation.
- Role play between students.
- Brainstorming.
- Discussions.
- Work in groups.

• Evaluation System:

- Mid-term Exam.
- Individual and group assignments.
- Discussion and participation during lectures.
- Final Exam.
- Presentations during the lecture.