



Course Specification

Course Title: international public relations Course Code: : PRA٤٠٦	Program: Public Relations & Advertising Level: Third level
Major: Public Relations & Advertising	Number of study units: ٣ Theoretical: (٣) Practical: (٠)

● Intended Learning Outcomes (ILOs):

- a. Information and concepts:** A/١ Correct definition of international public relations with its various concepts. A/٢ Understand how Western countries dominate communication technology. A/٣ Understand the importance of using communication technology to influence the identity of the other. A/٤ Identify the communication strategies used for each target market.
- B. Intellectual skills:** B/١ Analyze the type of communication strategies for international public relations and chooses the best strategy. B/٢ Infer the difference between the process of modernization and globalization. B/٣ The student deduces the elements related to the dominance of Western countries on communication technology. B/٤ The student analyzes the patterns of local communities' reception of the contents of foreign communication technology. B/٥ Proper selection of the cultural indicators specific to each country as appropriate.
- C. Professional & practical skills:** C/١ Cultural analysis of international contexts. C/٢ Employment of cultural models in content analysis. C/٣ Assessing the differences between the different stages of domination, and the communication strategies used.
- D. General skills:** D/١ Using the Internet to gather information on imperialism, modernization, and cultural models. D/٢ Working in groups. D/٣ Present a report on cultural analysis. D/٤ Discuss and compare countries on the basis of their cultural indicators.

● Course content:

- ١- General introduction and different definitions of international public relations. ٢- Cultural identity and its elements. ٣- National identity and its elements. ٤- Military imperialism and its elements. ٥- The use of communication technology to influence the identity of the other. ٦- The elements related to the dominance of Western countries on communication technology. ٧- Mid-Term test. ٨- Patterns of local communities' reception of the contents of foreign communication technology. ٩- The process of modernization and its stages. ١٠- The process of globalization and its impact on communication strategies. ١١- Cultural models and how they are applied to cultural analysis. ١٢- The concept of "Glocal". ١٣- The different applications of communication strategies in international public relations. ١٤- Review of samples of the final project. ١٥- Final exam.

● Teaching and learning methods:

- ١- Lectures (direct education). ٢- Discussions. ٣- Case studies. ٤ Self-learning by searching online and searching within the library. ٥- E-learning through the Blackboard platform and interactive lectures via the platform.

● Student assessment method:

١- The mid-term written test. ٢- Tuition costs to assess the student's ability to research and investigate.
٣- Written test at the end of the semester. ٤- Participation and discussion in the lecture.