Course Specification

Course Name: Statistics	Program: Public Relations & Advertising
Course Code: PRA ٣٠٤	**Level: Three**
	Semester: First Semester/Second Semester
Major: Public Relations & Advertising	**Studying Units: (٣)**
	Theoretical (١.٥)
	Practical (١.٥)

- **Intended Learning Outcomes (ILOs)**
  - **a. Information and Concepts:**
  - A/١ Identify basic statistics concepts
  - A/٢ Understand statistical tools and measures and the methods of calculating them
  - A/٣ Understand the tools of statistical description of data and the ability to select the appropriate one for the applied study
  - **b. Intellectual skills**
  - B/١ Be able to derive results from the statistical description of data
  - **c. Professional and practical skills concerned to the course**
  - C/١ Organize and presents data on public opinion in the form of tables and graphs
  - C/٢ Calculate the appropriate averages and correlations to measure the phenomena of public opinion
  - C/٣ Acquire statistical data description skills
  - **d. General and transferable skills**
  - D/١ Plan a full statistical study of public opinion phenomenas
  - D/٢ Use the computer in the statistical description of data (Time does not allow it)
  - D/٣ Write a report to interpret the results and do recommendations

Course Content:
e/١ Introduction & basic concepts
e/٢ Introduction & basic concepts
e/٣ Organization & presentation of data
e/٤ Organization & presentation of data
e/٥ Organization & presentation of data
e/٦ Organization & presentation of data
e/٧ Mid-term exam
e/٨ Averages and positional metrics
e/٩ Averages and positional metrics
e/١٠ Averages and positional metrics
e/١١ Statistical Dispersion concepts
e/١٢ Statistical Dispersion concepts
e/١٣ States of Growth & Decline
e/١٤ General Revision and discussion of assignments
e/١٥ Final Exam

Teaching and learning methods:
١- Theoretical Lectures   2- In-Class Practical Application   3- Assignments   4- Discussions   5- Brainstorming

Student assessment methods:
f/١ Written mid-term exam to assess the student's understanding of the concepts and tools of statistics and the approporiate selection of a research problem
f/٢ Assignments to assess the student's understanding of statistical research steps
f/٣ Short in-class quizzes
f/٤ In-class exercises to assess the student's knowledge of statistical tools and standards
f/٥ Wriiten Final Exam