



Course Specification

Course name: Introduction to Public Relations Course Code: com102	Program: Public Relations and Advertising Academic level: First Semester: 1 st and 2 nd semester
Specialization: General	Number of studying units: 3 Theoretical: (3) Practical: (0)

• Intended Learning Outcomes of Course (ILOs):

a) Information and concepts: A/1 The student mentions the concept of public relations. A/2 Getting to know the first pioneers of public relations. A/3 Distinguish between the concept of media and advertising, understand the definitions of advertising and distinguish between its types. A/4 Mention the ethics of the public relations profession. A/5 Summarize the characteristics of employees and managers in public relations. A/6 Recognize the role of the consultant in public relations, as well as the advantages and disadvantages of using him. A/7 Recognize the importance of public relations in contemporary organizations. A/8 Distinguish between the concepts of mental image, social responsibility and two-way communication. A/9 Recognize research and information gathering as one of the stages of PR operations. A/10 Summarize the planning stage, methods of identifying the audience, and formulating public relations programs. A/11 Understanding the concept of communication and distinguishing between its different types and forms. A/12 Mention the most important means of communication for public relations. A/13 Define the importance of the new media in achieving the goals of organizations.

b) Intellectual skills: B/1 Analyze 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). B/2 Conclude the difference between professional media and gray and black propaganda. B/3 Explain the reasons for the importance of public relations. B/4 distinguish between the functions of public relations. B/5 differentiate between the objectives of public relations and the objectives of its research. B/6 selects appropriate planning strategies for the various public relations programs.

B/7 Analyze types of communication, its general means and the types related to public relations.

c) Professional and practical skills: C/1 Apply the role of a PR consultant in any given organization. C/2 Design public relations research. C/3 Devise a plan to launch public relations' programs through strategic planning. C/4 Evaluate the special means of communication in public relations according to the extent of their effectiveness.

d) General and transferable skills: D/1 Using the Internet for research and information gathering. D/2 works in a team in the required collective assignments. D/3 Present an attractive presentation. D/4 Translate foreign books. D/5 Using the Blackboard platform in the educational process.

• Course Content:

1- Introduction to the course and the historical establishment of public relations. 2- Scientific Concepts of Public Relations. 3- Early Pioneers in Public Relations. 4- Concepts related to public relations (media, advertising and promotion). 5- Professional Ethics and Charters. 6- Characteristics of those working in the field. 7- Mid-term exam. 8- The importance of public relations in contemporary organizations and the motives for interest in it. 9- The research stage in public relations. 10- The stage of strategic planning for public relations (the concept of planning, its importance & the challenges facing planning). 11- Planning stages (situation analysis - goal setting). 12- Completion of the planning stage (determining available means and capabilities - selecting topics and defining programs). 13- The communication & evaluation stages in public relations. 14- Public Relations Strategies. 15- Final exam.

• Teaching and Learning Methods:

1- Theoretical lectures. 2- Presentations. 3- Role-playing. 4- Brainstorming. 5- Discussions. 6- Working in groups.

- **Student Assessment Methods:**

1- Written mid-term test. 2- Assignments to assess the student's ability to research, investigate and innovate. 3- Discussion, participation and interaction in the lecture. 4- Written final exam. 5- Evaluate the presentations during the lectures.