



Course Specifications

Course name: Public relations in the applied field Course code: PRA ٤٠٣	Program: Public relations & Advertising Level: Forth Academic Semester: ١st term- ٢nd term
Major:	Number of units: ٣ Practical: (١) Theoretical: (٢)

- **Intended Learning Outcomes:**

a. Information and concepts:

After completing this course, the student will be able to:-

A/١ Mentioning the concept of public relations in these fields (sports - tourism - health). A/٢ Describing the importance of public relations in sports, tourism and health institutions. A/٣ Describing the functions of public relations in the field (sports - tourism - health). A/٤ Summarizing the characteristics of those engaged in public relations in the field of tourism. A/٥ Recognizing the objectives of public relations researches and selecting modern electronic means to collect information. A/٦ Mentioning the role of public relations in achieving consensus between the general public and public and private health institutions. A/٧ Recognizing the concept of electronic public relations and how to employ it in organizations.

B. Intellectual skills:

B/١ Conclusion of the scientific and ethical framework for the practice of public relations in sports institutions, tourism and health facilities. B/٢ Analyzing the basic concepts of numbers and statistics when presenting the results of studies and market research. B/٣ Choosing alternative means of collecting information in sports institutions. B/٤ Planning for a public relations program in the field of tourism. B/٥ Evaluating the effectiveness of some public relations campaigns as case studies in light of the characteristics of the target audience, timing and organizational factors related to the organization. B/٦ Discussing how some organizations employ electronic public relations in promoting their services.

C. Professional and practical skills:

C/١ Preparing and implementing methods for collecting information about organizations and their different audiences. C/٢ Analyzing the objectives of public relations within the campaigns. C/٣ Preparing a plan for the practice of public relations in institutions. C/٤ Writing and presenting a report on the mechanisms of practicing electronic public relations. C/٥ Preparing a public relations program in a service field. C/٦ Criticizing the performance of public relations in social media campaigns in accordance with professional standards.

D. General and transferable skills:

D/١ Dealing efficiently with the computer and its various programs and accessing the Blackboard educational platform. D/٢ The Internet is used to collect information about organizations. D/٣ Thinking critically. D/٤ Discussing or presenting a lecture or report on the importance and development of public

relations. D/° 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 concept of public relations in the sports field, its importance and objectives.

ξ-∫ The foundations of organizing the public relations management in the sports field.

ξ-∫ Characteristics of those working in public relations in the sports field.

ξ-ξ The foundations of dealing with sports media.

ξ-° The pillars of public relations in the field of tourism and its objectives.

ξ-∩ Public relations functions in the field of tourism.

ξ-∨ Mid-term Exam

ξ-∧ Stages of planning public relations programs in the tourism field.

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ξ-∧ ∙ Objectives of public relations in public and private health institutions.

ξ-∧ ∫ The position and size of the public relations department in health institutions and the nature of its functions.

ξ-∧ ∫ Planning for public relations programs in health institutions.

ξ-∧ ∫ The concept of electronic public relations, its origins and objectives.

ξ-∧ ξ Electronic PR Tactics.

ξ-∧ ° Final exam for the first semester

- **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). °/° Brainstorming. °/∩ Presentations. °/∨ Self-learning by searching on the Internet and searching within the library. °/∧ E-learning through the Blackboard platform and interactive lectures.

- **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 in the lecture.

∨/A/ξ - Written test at the end of the semester.