



Course Specification

Course Data			
Code: PRA 303	Program: Public Relations & Advertising	Course name: Principles of Media Production	Level: Third Level
Studying Units: (3) Theoretical: (1) \ Practical: (2)			

Intended Learning Outcomes Of Course (ILOs)

A) Information and Concepts

A/1 - Defines the scientific concepts related to the foundation of media production in the field of public relations. A/2 - Recognize the various elements related to the production of printed, audio and visual media materials in the field of public relations. A/3- Get acquainted with the current developments in the field of public relations. A/4- Indicate the factors affecting the nature of public relations work. A/5 - Summarize the communication skills necessary for public relations workers to achieve persuasion and influence. A/6 - Mention the scientific bases and rules for writing public relations publications.

B) Intellectual Skills

B/1 - Plans to produce media materials in the field of public relations. B/2- Evaluates opinions and trends related to the effectiveness of media materials in the field of public relations. B/3 - Analysis of the factors affecting the means and publics of public relations.

C) Professional and Practical Skills

C/1 - Collecting data and information from its various sources and using it efficiently in public relations research. C/2- Editing media and advertising messages within the framework of designing public relations campaigns. C/3 - Designing communication tools such as brochures within the framework of public relations and media campaigns. C/4 - Producing communication programs to manage the mental image and media campaigns.

D) General And Transferable Skills

D/1- Dealing efficiently with the electronic softwares and its various programs, and introducing the Blackboard e-learning platform D/2- The Internet is used to collect the necessary information about the public, the media and all the elements related to the production of media materials in the field of public relations. D/3- Work with a teamwork manner. D/4- Solve problems in a scientific and realistic manner. D/5- Review the production of media materials in the field of public relations. D/6- Time management. D/7- Present new ideas, and innovative & positive solutions.

Course Content

4/1 - Introduction to the preparation and production of media materials in the field of public relations. 4/2 - Planning skills for media production in the field of public relations. 4/3 - Preparing and producing printed materials in the field of public relations (types of public relations publications - rules of technical production for public relations publications). 4/4 - Preparing and producing non-periodic public relations publications (brochures - posters + practical application). 4/5 - Preparing and producing non-periodic public relations publications (public relations bulletin - news data + application forms). 4/6 - Preparing and producing non-periodic PR publications (Press Releases - books and brochures + application forms). 7/4 - Mid-Semester Exam. 4/8 - Preparing and producing periodic public relations publications (annual reports - newsletter + application forms). 4/9 - Preparing and producing periodic public relations publications (magazine / establishment newspaper + practical applications). 4/10 - Preparation and production of audio materials in the field of public relations (characteristics of radio - types of radio programs - steps of preparing and producing radio programmes. 11/4 - Preparing and producing audio materials in the field of public relations (components of radio programs - radio studio - broadcast editing and directing). 12/4 - Preparing and producing visual media materials in the field of public relations (TV characteristics - types of TV programs - TV studio). 4/13 - Preparation and production of visual media materials in the field of public relations (practical steps for preparing a documentary film script). 4/14 - general review and discussion of assignments. 4/15 – Final Exam.

Teaching And Learning Methods

1- Theoretical lectures. 2- Case study. 3- Dividing students into teams 4- Self-learning 5- Brainstorming 6- Presentations 7- Problem solving 8- E-learning.

Student Assessment Methods

1- The mid-semester written test. 2- Tuition costs to assess the student's ability to research and investigate. 3- Discussion, participation and observation of the student's behavior and performance in the lecture 4- Written test at the end of the academic semester