



Course Description

Course Name: Intro to PR Course Code: Com102	Level : First Level
Credit Units : 3 Units Theoretical : (3) Practical: (0)	Department: Public Relation and Advirtesement

Learning OutComes:

A) Information and Concepts:

- A/1 To mention the concept of public relations. A/2 to know the first pioneers of public relations.
- A/3 To distinguish between the concept of media and advertising, mentions the definitions of advertising and distinguishes between its types. A/4 To Mention the ethics of the PR profession.
- A/5 Summarizes the characteristics of employees and managers in public relations.
- A/6 Recognize the role of the consultant in public relations, with knowledge of the disadvantages and advantages of using it.
- 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 recognizes the stage of research and information gathering as one of the public relations operations.
- A/10 Summarizes the planning stage, methods of identifying the audience, and formulating public relations programmes.
- A/11 To know the concept of communication and distinguishes between its different types and forms.
- A/12 To mention the most important means of communication for public relations.
- A/13 defines the importance of the new media in achieving the goals of organizations.

B) Mental Skills:

- B/1 Analyzes 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 Know the difference between professional media and gray and black propaganda.
- B/3 Explains the importance of public relations. B/4 distinguishes between PR functions.
- B/5 differentiate between the objectives of public relations and the objectives of its research.
- B/6 To select appropriate planning strategies for the various public relations programs.
- B/7 Analyze the types of communication and its general means and those related to public relations.

C) Professional Skills:

- C/1 To Apply The role of the consultant in the public relations of any organization.
- C/2 designs public relations research.

C/3 prepares a plan to launch public relations programs through strategic planning

C/4 evaluates the special means of communication in public relations according to the extent of their effectiveness

D) General Skills:

D/1 Use The Internet to gather Information. D/2 work in Groups to do assignments.

D/3 presents a presentation on one of the public relations plans.

D/4 discusses everything new in the field of public relations campaigns.

D/5 translates foreign books in public relations.

D/6 Using the Blackboard platform in the educational process.

E) Content:

1– Introduction to the course and the historical establishment of public relations.

2– Scientific concepts of public relations.

3–The first pioneers of public relations

4– Concepts related to public relations (media advertising advertising)

5– Professional ethics and charters

6– Characteristics of those who work in the profession

7– midterm exam.

8– The importance of public relations in contemporary organizations and the motives for interest in them

9– public relations research stage

10– The strategic planning stage for public relations (the concept of planning – its importance – the challenges facing planning)).

11– planning stages (situation analysis – setting goals)

12– Completing the planning stage (determining the available means and capabilities – selecting topics and defining programs)

13– Communication stage in public relations and evaluation stage

14– Public Relations Strategies

15– final exam.

F) Teaching and Learning Method:

– Lectures & Online sessions on Blackboard Learning platform.

– Brainstorming and Discussions among Students.

– Showing PowerPoint Presentation.

– Evaluate students assignments.

G) Evaluation System:

– Discussion and participation during lectures.

– Individual and group assignments.

– Mid-term Exam.

– Final Exam.