



Course Specifications

Course name: Protocol and Ceremonies Course Code: PRA ٢٠٦	Program: Public Relations and Advertising Academic level: second Academic semester: ١st term – ٢nd term
Major:	Number of Studying units: Theoretical: (٢) Practical: (١)

Intended Learning Outcomes (ILOs):

a. Information and concepts:

A/1 Mentions the concepts of protocol and etiquette, and the most important rules of practice for the public relations man

A/2 Possesses the skills to organize banquets and parties.

A/3 mentions the rules of etiquette and speaking skills that a media graduate must have, and which he uses in his various dealings in his daily life.

A/4 Determines and arranges the steps for preparing parties and banquets for various occasions and organizing conferences.

A/5 determines the different laws and rules of precedence that govern his work when organizing official visits, and the precedence of flags.

b) Intellectual Skills

B/1 Planning official visits for delegations from different countries. B/2 Planning for special events in the field of public relations. B/3 Analyze the data necessary to develop a plan for the ceremonies of a specific event, such as conferences and seminars. B/4 Distinguishing language expression skills in official correspondence.

c) Professional and practical skills

C/1 Using modern means and methods to gather information on the various delegations to organize special events in a manner that is commensurate with their culture. C/2 Apply the rules of ceremonies and protocol in official meetings, conferences and raising the media, as well as applying etiquette rules in personal transactions. C/3 Proficiency in the necessary communication skills and various rules of etiquette to deal with guests, children, neighbors...etc. C/4 evaluate the ceremonies applied at an event, taking into account international rules.

D.. General and transferable skills:

D/1 Oral and written communication skills. D/2 Planning skills for specific programs and events.

D/3 Behavioral skills for how to deal in an upscale institutional and social life. D/4 time management.

D/5 Work in a team

Course content:

- 1. Protocol (the concepts of protocol, ceremonies, etiquette and courtesy).
- 2. Etiquette (the etiquette of preparing to receive guests and etiquette of the visit).
- 3. Protocol (the importance of the rules and etiquette of ceremonies and protocol for professional practice in public relations activities and events).
- 4. Etiquette (the etiquette of shaking hands and introducing others and the etiquette of using dating and visiting cards).
- 5. Rules of precedence such as the primacy of states, the primacy of heads of state, the primacy of kings and states, the primacy of ministers, and the primacy of senior officials.
- 6. Etiquette (etiquette for dealing with others and etiquette for dealing with friends).
- 7. Midterm exam.

- 8. Protocol (following up on the rules and etiquette of precedence with practical examples such as the primacy of specialized cadres, the primacy of men and women, the primacy of service workers and those referred to retirement, the primacy of citizens and non-citizens, and the precedence of courtesy and honor).
- 9. Etiquette (children's etiquette).
- 10. Protocol (factors affecting the organization of etiquette and parties, practical examples, etiquette and organizing parties and conferences).
- 11. Etiquette (the etiquette of dealing with neighbors).
- 12. Protocol (the precedence of flags with all their bases and the protocol of riding a car).
- 13. Etiquette (presentation of various etiquette research by students, and exercises on the above)
- 14. Protocol (preparation and organization of international conferences).
- 15. Final exam.

Teaching and Learning Methods:

1. Theoretical lectures. 2- Case study. 3- Role-playing. 4- Practical training. 5-Discussions

Student Assessment Methods:

7/a/1- The mid-semester written test.

7/a/2- Tuition costs to assess the student's ability to research and investigation

It includes: 1- A practical assignment on one of the precedence rules.

2- Doing a research project on a topic related to etiquette, such as the etiquette of dealing with people with special abilities or the etiquette of the broadcaster's dealings with guests and other topics.

7/a/3-discussion, participation, and observation of students' behavior and performance in the lecture.

7/a/4-written test at the end of the semester.