

**Course  
Specificatio  
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<b>Course name: Public Relations Management</b> <b>Course Code: 204 PRA</b>	<b>Program: Public Relations and Advertising</b> <b>Level: Second</b>
<b>Major:</b>	<b>No. of studying units:</b> <b>Theoretical: (2) Practical: (1)</b>

**Intended Learning Outcomes (ILOs):**

**a. Information and concepts:**

A/1 - Familiarity with the organizational structures of the Public Relations Department. A/2 Summarize the characteristics of public relations workers in different organizations. A/3 - Describe the factors affecting the work of public relations agencies. A/4 - Mention the concepts of OPR (trust, satisfaction, commitment, and balance). A/5 - Mention the most important applications of artificial intelligence used in managing the relationship between public relations agencies and their clients. A/6 - Identify the basic stages To form the mental image of organizations 7 / Determine the steps for preparing a mental image program for an organization A/8 - Identify the concept of Crisis and phases of the crisis management communication process. A/9 - Mention the most important modern means of communication used in the management of crisis communications.

**B. Intellectual skills:**

B\1 - Analyzes the organizational structures of the Public Relations Department. B\2 - Criticize methods for managing public relations within organizations. B3 - Evaluates the relationship between public relations agencies and their clients (in terms of analyzing the reasons for the success and continuation of the relationship - analyzing the reasons for the termination and failure of the relationship). B4- Discusses how organizations (public relations agencies) employ the Internet and social media in managing the relationship with their clients. B5 - Analyzes the factors Affecting the formation of the mental image of the organization B6 - Plans a program for a mental image of one of the organizations B/7 - Differentiates between the concept of crisis and the issue and the types of crises and communication strategies used in crisis management B/8 Evaluates actual programs for the management of organizational crises in light of their consideration of the characteristics of the target audience Timing and organizational factors associated with the organization

**C. Professional and practical skills:**

C/1 Designs and evaluates the various organizational structures of public relations departments. C/2 - Write a report on the most important factors for the success and continuity of the relationship between a public relations agency and one of its clients. C/3- Criticizing the communication performance of public relations agencies with their clients in light of ethical standards. C/4- Write and present a report on the most important environmental and societal factors affecting the current mental image of an organization. C/5 - A communication program is produced to manage the mental image of an organization. C/6 - decides the communication strategies for managing institutional issues and crises. C/7- Develops crisis management communication planning in modern and traditional media.

**D. General and transferable skills:**

D/1 He efficiently deals with the computer and its various programs and accesses the blackboard educational platform. D/2 The Internet is used to search for monitoring, defining and analyzing societal and organizational crises. D/3 think critically. D/4 Discusses or presents a lecture or report on the importance and development of public relations programs. D/5 discusses and compares everything new in the field of public relations. D/6 He works with the group in a one-team style. D/7 Manages time efficiently.

**Course content:**

4/1 The importance of the organizational function of public relations and an explanation of the functions of public relations. 4/2 Methods of managing public relations and preparing the organizational structure. 3/4 Methods of organizing work in the Public Relations Department and the characteristics of its employees. 4/4 The concept of public relations agencies, their types and types of clients, and the tasks they perform. 4/5 The administrative organization of public relations agencies, and the most important factors affecting it. 6/4 A summary of the public relations agencies in Egypt and the Arab countries. And the stages of the relationship between public relations agencies and their clients in light of the concept of managing the organization's relations. 4 / 7 In the seventh week, a test will be conducted. 4/8 What is the mental image of organizations, their characteristics and components. 4/9 The process of managing the mental image, and the advantages of a positive mental image of the organization. 4/10 Planning and implementing the organization's mental image program. 4/11 The concept of the crisis, its characteristics and types. 4/12 and the stages of its management. 4/13 Crisis communications strategies and Arab and foreign case studies to manage crisis communications. 14/4 Modern electronic means used in crisis communications management. 4/15 end-of-semester exam.

**Teaching and learning methods:**

1/5 Lecture (direct education). 2/5 Discussion. 3/5 Case studies by presenting one of the applied fields for practicing public relations, exchanging opinions, and dealing with students. 4/5 Dividing students into work teams (cooperative learning). 5/5 Brainstorming 6/5 Presentations 5/7 Self-learning by searching the internet, searching inside the library, summarizing what he has learned and using what he read during the discussions 8/5 E-learning through the blackboard platform and interactive lectures via the platform.

**Student Assessment Methods:**

∕ A \ \ - Mid-semester test. ∕ A \ \ - Discussions during the lectures. ∕ / A / ∕ - Tuition costs. ∕ / A / \ - Written exam at the end of the semester.