

## Digital Public Relations Track

<b>Course Title</b>	Fundamentals of Digital Public Relations	<b>Course Code</b>	DPR 300
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	۳	۲	۲
<b>Course description</b>	This course explains to the student the concept of digital public relations, the advantages that the Internet provides for public relations activities, and understanding the determinants of the practice of digital public relations. The student also studies building the relationship between the public and the organization through its website, building mental image, and building reputation and trust. It also introduces the student to employing social networking sites in serving... Digital PR work.		

<b>Course Title</b>	Writing in Digital Public Relations field	<b>Course Code</b>	DPR 301
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	۳	۲	۲
<b>Course description</b>	This course shows the student how writing on the Internet differs from usual traditional writing. The student also learns how words can influence the formation of concepts. The student also realizes the extent of diversity and difference among readers on the Internet and their movement from one site to another, the importance of ease of movement and movement between sites and pages on the Internet, and how to deal with words from an international perspective. The method used in writing, how to explore effective content and benefit from it, knowing when and how to use hyperlinks on the Internet, how to maintain the reader and attract his attention continuously, knowing the nature of words and how to use them, how to maintain objectivity and adhere to it, and how to benefit from it. From visual factors and on-screen legends such as titles, etc., and how to address legal considerations when writing on the Internet.		

<b>Course Title</b>	Digital Public diplomacy	<b>Course Code</b>	DPR 400
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	۳	۲	۲
<b>Course description</b>	This course explains to the student the concept of public diplomacy and how to employ the Internet and digital communication tools in diplomatic work. It studies the importance of modern technology in the work of digital public diplomacy and how to employ digital public diplomacy in forming a mental image. It studies some websites of embassies and diplomatic bodies to learn how diplomatic work benefits from technology. Modern.		

<b>Course Title</b>	The contact person in Digital Public Relations	<b>Course Code</b>	DPR401
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	۳	۲	۲
<b>Course description</b>	This course explains to the student the concept of digital public relations, how the need for workers with a scientific and practical background (communicator) in digital public relations emerged, and the difference between traditional and digital public relations. The characteristics and features of digital public relations, the tools and means of digital public relations, and those who have skills that enable them to deal efficiently with successive developments considering the development of modern communication technology in accordance with competitiveness standards. The student is also taught the code of honor that the communicator in digital public relations must adopt during his work.		

<b>Course Title</b>	Management of Digital Platforms for Organizations	<b>Course Code</b>	DPR 402
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	3	۲	۲
<b>Course description</b>	This course includes designing, creating, and maintaining web pages and websites. Students study how to critique and evaluate website quality, how to create and maintain the quality of websites, learn about website design standards and their importance, in addition to studying how to create and process images. In light of this course, the student will create a specialized website for various uses such as marketing, services, news...etc.		

<b>Course Title</b>	Graduation projects	<b>Course Code</b>	DPR 403
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	۳	۶	-
<b>Course description</b>	Male and female students are divided into groups under the supervision of the department administration. Each group plans the project and then the group members complete all the necessary steps to produce the project, such as collecting scientific material in the field of digital public relations, editing, and discussing it, and designing and producing its pages.		