

## Public Relations Division

<b>Course Title</b>	Advertising &Public Relations Laboratory	<b>Course Code</b>	PR (300)
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	۳	۶	-
<b>Course description</b>	In this course, the student practices practical applications in the field of planning and organizing public relations activities and their performance. He also practices practical applications in writing, designing and producing innovative advertisements.		

<b>Course Title</b>	Public Relations strategies	<b>Course Code</b>	PR (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 aims to introduce the student to the concepts of strategic communication in public relations and their historical development, whether in concept or practice, and the steps for building a public relations strategy, as well as the theories and models of strategic communication in public relations, planning and drawing up strategies, communication tactics, confronting crises, dealing with the media and international public relations.		

<b>Course Title</b>	Public relations information theory	<b>Course Code</b>	PR (302)
<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 aims to identify some of the theories and models that are used in the field of public relations, including the theory of medium richness, the public sphere, social responsibility, social marketing, the seven-door model, and other theories used in this field.		

<b>Course Title</b>	Media campaigns in public relations	<b>Course Code</b>	PR (303)
<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 deals with the concept of advertising campaigns, their types and objectives, and the steps for designing advertising campaigns and their optimal implementation. The student also studies in this course the differences between advertising and media campaigns. This course also includes training students on preparing commercial and social advertising campaigns.		

<b>Course Title</b>	Field training	<b>Course Code</b>	PR (307)
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	١١	٦	-
<b>Course description</b>	This course aims to provide the student with the opportunity to apply the information, ideas, and theoretical concepts he has learned in a practical application, and to provide him with communication and media work skills, and to practice multiple communication and media jobs inside and outside the institution, and to prepare the student to go out to practical life and link the theoretical framework to the field of work.		

<b>Course Title</b>	Communicator in Public Relations	<b>Course Code</b>	PR (304)
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	٣	٢	٢
<b>Course description</b>	This course deals with the concept and objectives of the communicator, the problems he faces, professional boundaries, job characteristics, and his various professional characteristics. In this course, the student also studies the communicator's strategies in crisis management and the importance of the communicator possessing a set of skills that enable him to speak with the public.		

<b>Course Title</b>	Planning and sponsoring the event	<b>Course Code</b>	PR (305)
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	٣	٢	٢
<b>Course description</b>	In this course, the student learns the planning process necessary when covering a specific event, which includes research in order to select and determine the best type of event for a non-profit client through this event, and how to use specific models of planning software necessary to provide logistical services, sponsorship, promotion, marketing, and coordination. During the event, describe the event.		

<b>Course Title</b>	Managing crisis in Public Relations	<b>Course Code</b>	PR (306)
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	٣	٢	٢
<b>Course description</b>	This course deals with advanced public relations approaches to dealing with expected or unexpected crises or emergency events, with a focus on methods for dealing with these crises and events, such as problem-solving methods, crisis management, systems analysis, and management of societal issues, in addition to methods for managing events and special occasions.		

<b>Course Title</b>	Reputation management	<b>Course Code</b>	PR (400)
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	३	२	२
<b>Course description</b>	This course includes helping the student gain a deep understanding of what is called reputation and status management, focusing in particular on the best strategies and modern tools used today by the most prominent practitioners in the world of communication and media. The student also learns how to develop and implement what are called integrated programs for building reputation and reputation, through a historical review of a number of case studies and classroom discussions of topical issues about status and reputation, in addition to a series of exercises that simulate reality.		

<b>Course Title</b>	Graduation Project	<b>Course Code</b>	PR (401)
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	१	१२	-
<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 public relations, editing and discussing it, and designing and producing its pages.		

<b>Course Title</b>	Advertising agencies	<b>Course Code</b>	PR (403)
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	३	२	२
<b>Course description</b>	The concept of advertising agencies, their origin and development, the tasks and functions of the advertising agency, the advertising agency as a producer and mediator, advertising production and marketing, the rules regulating the work of advertising agencies, codes of honor for advertising, the challenges facing advertising agencies and advertising production (political - economic - social - cultural), advertising agencies In capitalist and developing societies.		

<b>Course Title</b>	Protocol and protocol	<b>Course Code</b>	PR (405)
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	३	२	२
<b>Course description</b>	This course deals with how to deal with all situations with a high degree of diplomacy and self-control, starting from the rules that govern interviews, introductions, and greetings, to the behaviors that govern dealing in the		

	field of work. Through this course, the student learns how discipline of behavior and self-confidence while dealing with all situations are the best weapons to overcome competitors. This course also includes how to manage productive meetings by following the rules and procedures of interviews that such situations require. This decision confirms that managing meetings well would provide wonderful opportunities for exchanging experiences, information and knowledge.
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<b>Course Title</b>	International Public Relations	<b>Course Code</b>	PR (406)
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	३	२	२
<b>Course description</b>	The concept of international public relations and its characteristics - the technical, economic, monopolistic and professional obstacles facing international public relations - the nature of international public relations - planning mental image programs in international public relations - communication strategies in international public relations.		

<b>Course Title</b>	Public relations in industrial and educational institutions	<b>Course Code</b>	PR (407)
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	३	२	२
<b>Course description</b>	This course aims to introduce the student to the concept of industrial public relations, clarify the role of companies, methods and strategies for dealing with the media, organize public seminars to respond to problems, improve the image of the industrial institution, and organize departments related to industrial work in public relations management. In the case of educational institutions, the focus is on achieving the educational dimension when Students, marketing educational programs in these institutions, and using digital media applications to build a good image of the institution.		