

Public Relations and Marketing Communications Program

Course Title	Writing for Public Relations	Course Code	PRAD (200)
pre-requisite	Credit Hours	Practical	Lecture
nothing	३	२	२
Course description	This course includes studying the development of writing skills in the field of public relations in a professional manner. The student also studies effective ways and methods in searching for information, identifying its meaning and content, and presenting it to the target audience.		

Course Title	Planning for Public Relations	Course Code	PRAD (201)
pre-requisite	Credit Hours	Practical	Lecture
nothing	३	२	२
Course description	This course includes studying the tactics and strategies necessary in planning public relations programs in public and private institutions.		

Course Title	Introduction to marketing communication	Course Code	PRAD (202)
pre-requisite	Credit Hours	Practical	Lecture
nothing	३	२	२
Course description	In this course, the student learns how to use the main communication tools available to promote a product or service among the target audience. In this course, the student also learns the definitions and concepts prevailing in the world of communication and marketing, theories of promotional communication, and the tools used, whether traditional or so-called emerging technologies.		

Course Title	Principles of advertising	Course Code	PRAD (203)
pre-requisite	Credit Hours	Practical	Lecture
nothing	३	२	२
Course description	This course aims to introduce the student to the concept of advertising, its origins, development, types, and importance as a promotional communication activity that advertisers use to communicate through various advertising means.		

Course Title	Persuasion	Course Code	PRAD (204)
pre-requisite	Credit Hours	Practical	Lecture
nothing	३	२	२
Course description	This course includes studying the principles of writing a communication message, in addition to studying persuasion campaigns, approaches, and methods that work to change attitudes and trends among the public.		

Course Title	Electronic marketing on the internet	Course Code	PRAD (205)
pre-requisite	Credit Hours	Practical	Lecture
nothing	३	२	२
Course description	Its importance to the organization, marketing goods and services of various kinds, defining and dividing the market, explaining the marketing environment and the elements of the marketing mix and how to define them, studying consumer behavior, conducting marketing research and benefiting from it in determining the marketing and promotional mix appropriate to the organization's circumstances. The concept of electronic marketing, its functions, and the future of work on the Internet. Some e-marketing mechanisms: marketing through advertising banners, marketing through search mechanisms, marketing through e-mail, marketing through chat rooms.		

Course Title	Negotiation science	Course Code	PRAD (206)
pre-requisite	Credit Hours	Practical	Lecture
nothing	३	२	२
Course description	The concept of negotiation and similar terms - the importance of negotiation in crises - characteristics of negotiation - areas of negotiation (commercial - political - security - military - economic) and the characteristics of each - conditions of negotiation (negotiating power - information - common desire - climate) - components of effective negotiation - negotiation strategies - Negotiation policies (penetration - the iron wall - deepening - diffusion - relaxation... etc.) - negotiation tactics - negotiation approaches - traits and characteristics of the negotiator - practical models of negotiating positions.		