

## Public Relations, Advertising and Marketing communications Program

<b>Course Title</b>	Principles of Digital Marketing	<b>Course Code</b>	PRAM 200
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	۳	۲	۲
<b>Course description</b>	<p>In this course, the student learns the importance of the principles of digital marketing for the organization, marketing goods and services of various types, 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 them in determining the appropriate marketing and promotional mix for the organization's circumstances. He also learns how to use the main communication tools. Available to promote a product/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.</p>		

<b>Course Title</b>	Principles of Digital Advertising	<b>Course Code</b>	PRAM 201
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	۳	۲	۲
<b>Course description</b>	<p>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, and to introduce the types of digital advertisements on Facebook, their types on YouTube, their types on chat rooms, and all the new types of advertisements that are broadcast through the means. Digital and how to control and formulate it.</p>		

<b>Course Title</b>	Planning in Public Relations	<b>Course Code</b>	PRAM 202
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	۳	۲	۲
<b>Course description</b>	<p>This course includes studying the necessary tactics and strategies in planning public relations programs in public and private institutions, introducing the student to the concepts of strategic communication in public relations and their historical development, whether in concept or practice, and the steps for</p>		

	building a public relations strategy, as well as the theories and models of strategic communication in public relations.
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<b>Course Title</b>	Integrated Marketing Communications	<b>Course Code</b>	PRAM 203
<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 is based on the study of the principles of marketing communications (traditional and modern) and the process of integrated marketing communications in its modern sense, including integrated coordination between the activities of advertising, publishing, personal selling, public relations, direct marketing, and means of stimulating sales and electronic marketing in an integrated framework, including planning and organizing these activities and evaluating their effectiveness.		

<b>Course Title</b>	Reputation and prestige Management	<b>Course Code</b>	PRAM 300
<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 helps 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>	Marketing and Public Relations Management	<b>Course Code</b>	PRAM 301
<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 and definition of relationship marketing), the stages and development of relationship marketing levels, the dimensions and components of relationship marketing, strategies and tactics of marketing communications and public relations, and the introduction to the principles of marketing strategies in marketing, promotion, and		

	planning advertising campaigns in public relations, and marketing communication skills and interaction: strategies. Marketing for advertising and media services, and steps for developing marketing public relations strategies.
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<b>Course Title</b>	Media and Advertising Campaigns Production	<b>Course Code</b>	PRAM 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 includes understanding the methods and techniques required for research, student thinking skills for public relations operations, critical skills, and writing and design skills necessary to prepare successful and effective media campaigns in the field of public relations, in a real world made up of clients from the non-profit sector. It also addresses effective executive steps for implementing advertising campaigns to promote a service or product.		

<b>Course Title</b>	Artificial Intelligence in Marketing and Public Relations	<b>Course Code</b>	PRAM 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 aims to introduce the student to the concept of artificial intelligence and marketing application to marketing strategies and programs in business establishments, 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 establishment, and organize departments related to industrial work in the management of public relations and marketing programs in these institutions. And using digital media applications to build a good image of the organization.		

<b>Course Title</b>	Event Planning and Sponsorship	<b>Course Code</b>	PRAM 304
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	۳	۲	۲

<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.
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<b>Course Title</b>	Crisis Management in Organizations	<b>Course Code</b>	PRAM 305
<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 the introduction to advanced public relations in dealing with expected or unexpected crises and emergency events in governmental, private, or international institutions and organizations, with a focus on methods for dealing with these crises, such as problem-solving methods, crisis management, systems analysis, and societal issues management, in addition to developing scenarios. The student learns about During this course on crisis communications.		

<b>Course Title</b>	Social Responsibility programs in Organizations	<b>Course Code</b>	PRAM 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 what social responsibility is and its importance to the individual and society, and the study of social responsibility programs in institutions as one of the tools of the social change agenda. The student studies the concept of social responsibility, determining the dimensions of social responsibility, the integration of social responsibility and the organization's strategy, and its role in assisting the state in some matters that concern society and the good. General.		

<b>Course Title</b>	Promotion and consumer behaviour	<b>Course Code</b>	PRAM 401
<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 studying the ways in which institutions and bodies communicate with different audience groups and studying consumer behaviors, and how formulating and developing a research and communication strategy can help simplify and facilitate matters. In this course, the student learns that making strategic administrative decisions requires preparing an effective mixture of advertising and media means, in addition to focusing on the practical skills required for effective communication.
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<b>Course Title</b>	Protocol and Ceremonies	<b>Course Code</b>	PRAM 402
<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 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.		

<b>Course Title</b>	Advertising agencies	<b>Course Code</b>	PRAM 204
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	۳	۲	۲
<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 an intermediary product, advertising production and marketing, the rules regulating the work of advertising agencies, media codes of honor, the challenges facing advertising agencies and advertising production (political - economic - social - cultural), advertising agencies. In capitalist and developing societies, the most famous international advertising agencies and the economic profits they have achieved, digital development and the emergence of digital advertising agencies.		

<b>Course Title</b>	Creativity in advertising and marketing	<b>Course Code</b>	PRAM 205
<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 what innovation and creativity are in the field of advertising and marketing, the stages of creating an advertising idea, the tools and means for the growth of innovation or creativity, the mental processes that accompany that, and the means that can help in designing an innovative advertisement. The student also studies the role of creative thinking in the various stages of the marketing process. And the means that can help carry out marketing tasks in the age of information technology.		

<b>Course Title</b>	The art of persuasion and negotiation	<b>Course Code</b>	PRAM 306
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	۳	۲	۲
<b>Course description</b>	The course focuses on the concept of negotiation and similar terminology - the importance of negotiation in crises - the 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 – and negotiation policies (penetration – diffusion, etc.) – negotiation tactics – negotiation approaches – traits and characteristics of the negotiator – practical models of negotiating positions.		

<b>Course Title</b>	International Public Relations	<b>Course Code</b>	PRAM 307
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	۳	۲	۲
<b>Course description</b>	The concept of international public relations: what it is and what distinguishes it - and identifying 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 - public diplomacy (media - cultural - digital - sports) and international public relations.		