

Public Relations

Basic Information

Title: Public Relations

Code: MGT401

Credit Hours: 3 C.H.

Prerequisite(s): MGT101

Classification: Major Restricted Elective Course

Course Description

The course deals with the subject of public relations (PR) as one of the important activity in all organizations especially business organizations. It deals with many topics related to the public relation profession, the process of planning, executing, and evaluating PR programs, and the discussion of the objectives, methods, and programs directed toward the organization publics such as investors, employees, media, community, and government.

Learning Objectives

- To familiarize students with the history and theoretical basics of public relations.
- To acquaint students with the process of public relations.
- To teach students about the different publics of a business organization and how to plan, execute, and evaluates the programs directed to each.

Learning Outcomes

Upon completion of the course, students will be knowledgeable and have the skills to:

- Explain the theoretical basics of PR.
- How to design a simple (elementary) public relations program to achieve certain objectives.
- To identify the important issues that should be incorporated in dealing with different organization's publics.
- To effectively design public relations programs directed to governmental regulating agencies.

Course Outline

Module/Topic
<p><u>Module 1: Introduction To Public Relations</u> Introduction Lesson 1: What is public relations? Lesson 2: Who are the publics? Lesson 3: Evolution & History Lesson 4: Public Relations Practitioners Summary</p>
<p><u>Module 2: Theory & Research</u> Introduction Lesson 1: The Theory Behind PR Lesson 2: What Is Research? Lesson 3: Principles of Public Relations Research Lesson 4: Types of Public Relations Research Summary</p>
<p><u>Module 3: Public Relations Planning</u> Introduction Lesson 1: Planning for public Relations Lesson 2: Public relations analysis and Setting objectives Lesson 3: Budgeting and Activating Public Relations Programs Lesson 4: Implementing Public Relations Programs Summary Assessment</p>
<p><u>Module 4: Public Relations process</u> Introduction Lesson 1: Research: introduction to Public Opinion Lesson 2: Evaluating the public relations programs Lesson 3: Action and communication in public relation Summary Assessment</p>
<p><u>Module 5: Media Relations</u> Introduction Lesson 1: Introduction to Media Relations Lesson 2: Media Relations in Depth Lesson 3: Publicity and media types in media relations Lesson 4: Media Evaluation Summary Assessment</p>
<p><u>Module 6: Public Relations Role in Different Fields</u> Introduction Lesson 1: Community Public Relations Lesson 2: Investor Relations Lesson 3: Public Relations in Government</p>

Module/Topic
Lesson 4: Other Fields in Public Relations Summary Assessment

*Delivery mode of each module/topic will be determined by instructor and could differ from one semester to the other.