

COURSE FILE SUMMARY

COURSE INFORMATION

<u>College / Institute / Center</u>	<u>Management & Technology</u>	<u>Department</u>	Business Administration
<u>Programme Title</u>	<u>Bachelor of Business Administration</u>	<u>Programme Code</u>	
<u>Course Title</u>	<u>Public Relations</u>	<u>Course Code</u>	E(A) 426
# Hours	-----2-----	-----2-----	-----3-----
	Lecture	Lab / <u>Tutorial</u>	Credit
Pre Requisites : Integrated Marketing Communications EA327, EA612 Marketing			

COURSE AIM

This course exposes students to in depth knowledge of public relation, by understanding the roles, tools and importance of PR nowadays in the dynamic environment. Furthermore, students will learn how to deal with crisis and issue management, and how to affect the public opinion. After having a full picture of the PR's duties students will learn how to communicate their publics and make a consumer research

COURSE OBJECTIVES

To discuss Public relations as an essential marketing function and tool. Where students need to learn the effect of good public relations departments nowadays in the globalized market. This course has two main objectives; providing students with a solid background in public relations theories and principles, and, to discuss and analyze public relations practices and contemporary cases

STAFF REQUIREMENTS

	Qualifications	Special Skills	Number
<u>Lectures</u>	PhD		1
<u>Tutorials</u>	Bachelor of business administration		1/2
<u>Laboratories / Workshops</u>			

LECTURE SCHEDULE

Lecture			Description
#	Week	Hrs	
1	1	3	Chapter 1: What is public Relations
2	2	3	Chapter 3: Communication
3	3	3	Chapter 21: Crisis management
4	4	3	Case Presentation
5	5	3	Chapter 5: Public Opinion.
6	6	3	Cont. Public Opinion
7	7	3	Chapter 6.... Business Ethics
8	8	3	Mid - term Exam
9	9	3	Chapter 8.... Research
10	10	3	Chapter 8 Cont
11	11	3	Chapter 9 Print media relations
12	12	3	Chapter 14: Consumer Relations
13	13	3	Chapter 17: PR writing
14	14	3	Term paper Presentation
15	15	3	Chapter 18... Writing for the ear
16	16	3	Chapter 19: Writing for the eye
			Revision
			Final Exam

TEXT BOOKS

Code*	Description
.....	The Practice of Public Relations, Fraiser P Seitel Prentice hall. 2001, 9 th edition

REFERENCE BOOKS

Code*	Description
.....NA.....
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TUTORIAL SCHEDULE

Tutorial			Topic
#	Week	Hrs	
	1		Discussion of course outline and project outline-
	2		Formation of groups and answering discussion questions for chapter 21
	3		Discussion of 1 st Case
	4		Answering discussion questions for chapter
	5		Working on term projects
	6		Revision for 7 th week exam
	7		Solving the 7 th week exam
	8		Discussion of 2 nd assignment
	9		Answering discussion questions for chapter
	10		Term Projects- report writing discussion
	11		preparation for presentations
	12		Discussion of 3 rd assignment
	13		Final revision
	14		
	15		
	16		

