

Brief Course Descriptions

| Course Title & No. | Brief Course Description |
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| Multimedia 0102411A | This course aims to introduce students to the basic concepts of multimedia technology, uses and multimedia production skills and techniques in terms of different uses of hardware and software. It also reviews the basic methods and applications to manipulate text, sound, image, animation, video and merge them into one application, taking into account the primary objective behind the development of the media. The course also focuses on the review and discussion of the social and legal issues related to multimedia. |
| International Organizations 0302430 | This course deals with the definition of international organizations and the stages of its history, principles, and objectives, as well as the legal personality, legal system, whether internal or external. As this course is a study of the United Nations and other international and regional organizations. |
| Literary Criticism 0405312 | This course is designed to introduce students to the genesis of literary criticism globally and regionally, and define the most important rules and foundations of literary criticism, the diverse schools of criticism and the modern critical curricula to build various literary races (old & new), ancient and modern poetry, story, novel, drama, different characteristics and issues and learn to criticize them in various media in a scientifically objective manner. A student would learn how to touch a language using image and imagination, construction, technical and monetary tools by using them in the right direction as a critical mediator between the recipient and creator. |
| Principles of Management 0501200A | This course offers a comprehensive study of management principles with emphasis on the functions of planning, organizing, directing, motivating employees and following their performances. It also deals with the basic characteristics of contemporary organizations and how to manage what are the most possible problems in the competitive environment. Also, it briefly highlights the ancient and modern theories of management to increase student awareness of theoretical developments in the field. |
| Marketing Management 0504200A | This course is an introduction to marketing, which covers the concepts and comprehensive ideas of the basic marketing plan, marketing mix, management strategies, market segmentation, market analysis, and other topics, including organizational marketing, product life cycle, competitive analysis, marketing research and consumer behavior. |
| Web Design 0506423A | This course provides an introduction to basic Web page design. Students will learn how to use HTML to design their Web pages. And will cover the basic HTML tags to format the text as well as more advanced tags which allow creating image maps, tables, frames, forms, and other multimedia elements. |
| Principles of Economics 0509100 | This course addresses the definition of Economics; economic problem economic systems, theory of production (the different factors of production work, capital, land, and organizer), demand and supply; the full competitive market (market balance, balance, balance consumer product), market monopoly, monopolistic competition, money and banking, inflation and unemployment and foreign trade. |
| Introduction to Journalism 0601200 | This course is a study of the history of the local press, regional, international and scientific concept of the press, and what are the functions of journalism and journalistic regulations, recognition, types of newspapers, the most famous figures, journalistic writing curriculum press, media and globalization and ethics. |

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| <p>Mass Communication in Law and Ethics 0601201</p> | <p>This course is a study of media ethics in the U.A.E., and through the legal system to study both National Media Council and Emirates Media Corporation. As this course is a study of the legal regulation of radio and television broadcasting licenses in the free zones in the U.A.E., as well as printing and publishing in the U.A.E.. Furthermore, it covers the rules governing the functions of electronic journalism and blogging. This course also throws light on the ethics of journalism. Finally, it deals with studying crimes related to publishing.</p> |
| <p>Mass Media in the UAE 0601202</p> | <p>This course deals with the concept of media, its characteristics and functions. It mainly deals with the origins and development of mass media in the U.A.E. from the beginning of the written press in the U.A.E. and the emergence and development of the broadcast media (radio) and television. The course wraps up with the media developed in the light of technological development (electronic press).</p> |
| <p>Introduction to Advertising 0602200</p> | <p>This course deals with input and communication theories of advertising and advertising methods such as newspapers, radio, television and the Internet, also known as the student TV advertising systems and its merits, as it provides students with an overview about the declaration and address issues that are original and contemporary. It also addresses ethics in declarations.</p> |
| <p>Introduction to Fine Arts 0602201</p> | <p>In the world of artwork, and the aesthetic elements of the construction plan of the artwork, this course focuses on drawing, photography, and sculpture. It also focuses on practical cases for art, and finally earns the students the skills of fine art.</p> |
| <p>Digital Photography 0602202</p> | <p>This course deals with the definition of the components and digital SLR cameras, digital cameras, imaging techniques, digital picture elements and their components. The students would learn their methods of conservation, transport, transfer, and how to edit and print the digital image, browse, save and use them in various works.</p> |
| <p>Mass Communication in Research Methods 0602203</p> | <p>This course deals with scientific research in general and in information and communication, particularly in terms of the concept, its objectives, types and applications, where the focus is on searching for scientific information through the fields of communication using steps, and various research methods. These methods are historical, descriptive and experimental, with particular emphasis on action research, and some scientific research tools through which data and information collection and formulation of hypotheses, and how to choose samples. In addition, there will be the use of some statistical methods of data collection, analysis and interpretation of results, and rules of writing scientific research within the field of communication and information.</p> |
| <p>Introduction to Public Relations 0603200</p> | <p>This course addresses the definition of public relations, its origin, evolution, functions, principles, types, methods, and operations of the Department of Public Relations at different institutions, as well as the process of communication in public relations; verbal and non-verbal channels, mass assembly and others. The course also deals with the management philosophy and its impact on the formation of labor standards and methods of leadership, management roles and competence in public relations.</p> |
| <p>Public Opinion 0603201</p> | <p>This course is a study of the definition and types of public opinion, its components and factors affecting its composition and its uses, functions, behaviors and measures. The course will also cover the public opinion as a phenomenon of social, psychological and media impact on political and social life of contemporary societies, highlighting the most important issues and interacting with the public opinion, and of the monetary analysis to enable learners to look at themselves in the future as leaders in the community.</p> |

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| <p>Writing for Advertising 0602310</p> | <p>This course addresses the steps and stages of writing, designing and advertising, from identifying its objectives, creating an advertising idea, writing headlines, texting advertisement, designing, and coordinating among its components to take it out in the form of a specific aesthetic product following technical requirements. The course also includes training students to prepare designs for print advertisements for newspapers and magazines, posters, and newsletters with a focus on developing the capacity of students to edit and write ads online.</p> |
| <p>Advertising Management 0602320</p> | <p>This course is most closely associated with the consumer view of dealing directly with the needs, wishes and aspirations and to feature themes in continuous change and development in an environment of permanent competition. In such an environment an organization must know that it is very difficult in today's world of consumer temptation to acquire a product through the seductive advertising, sincere and excellent knowledge of a product dealing with various advertising media. The focus will be on the major theories of advertising and sales promotion, in addition to focusing on programs for the planning and implementation of advertising programs and how to evaluate them.</p> |
| <p>Integrated Marketing Communication 0602330</p> | <p>This course reviews the theoretical elements of marketing communication from an integrated perspective. It enables the students to research and to assess the market position of the company and to employ the promotional platforms for marketing by studying the target audience as well as recruitment advertising and how to manage marketing communications with the use of such information in preparing effective communication strategies and programs.</p> |
| <p>TV and Radio Advertising 0602340</p> | <p>This course includes training scientifically and practically on the creative and innovative strategies to recruit radio and television as a way to edit the message and apply the possibility of audio and visual images, graphics, colors, and sounds on the implementation of a material on radio and television and other functional aspects, as well as training on the design and output of radio and television advertising, and elements, the stages and steps of the technical foundations in design and advertising as a balance and proportion, in contrast and in harmony.</p> |
| <p>Printed Advertising 0602351</p> | <p>This course is designed to familiarize students with the meaning of printed advertisement, its types and how to design then implement it. It also aims to introduce the date printed and its influence on the masses, and the foundations and the printed art. The course also deals with the analysis of the different types of printed advertising.</p> |
| <p>Planning Advertising Campaign 0602360</p> | <p>This course is a comprehensive study of the concerns and problems of advertisers, advertising policies and rents. It also examines various topics including business solutions and the role of advertising as a business and a social force, advertising media selection, assessment and evaluation of the performance of advertising campaigns. This course provides the fundamentals and principles of subsequent communication and strategic courses and how to plan the advertising campaign and the role of advertising in marketing planning, the strategy, the choice of advertisement message, broker ads, appropriate analysis that enumerate the target audience to select the desired advertising message and the appropriate advertising broker.</p> |
| <p>Strategic Advertising 0602470E</p> | <p>The course deals with the basics of advertising in changing concepts and convictions of the consumer in order to go through a new experience and stimulates sales to create a registered trademark of the brand to take place in the market and thus gain the knowledge of a registered trademark. Students learn how to use the basics of advertising in the relationship between the customer and the agency for propaganda and the organizational restructuring, how to target the consumer and understand the needs and desires of the consumer and incentives and identify insights and consumer interests, determine the goals of advertising and the development of the implicit messages in advertising, production, media planning and advertising management and advertising budget and time needed and measure the performance of advertising campaigns.</p> |

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| <p>Electronic Advertising 0602480E</p> | <p>An advertising industry has undergone significant transformations in recent years as interactive and digital media have changed media and advertising. This course will explore the implications for media content, audiences, modes of media consumption and production, modes of delivery for advertising and methods of audience measurement within an online environment. The course investigates developments in digital and interactive media, the online advertising environment and online media/advertising consumption by audiences. Students will gain practical skills in how to use online environments for advertising: how to target particular audiences, how to manage online content and digital objects, and other practical considerations such as how to utilize social media, and the importance of the marketing search engine.</p> |
| <p>Internship 0602490</p> | <p>This course deals with the field study for students in an institution specialized in Advertising in order to give them the opportunity to gain practical experience in the field of advertising through observation and practical application of knowledge and scientific methods studied in the Communication and Media program.</p> |
| <p>Graduation Project 0602499</p> | <p>In this course, students in groups and under the supervision of one or more faculty member(s) in this field will reflect what they have learned from the knowledge and experience acquired during their university courses and specialization as well as their course tasks in the final semester, which includes the evaluation and discussion of the project before the committee, by one or more members from outside the college and an expert in the area of Advertisement.</p> |
| <p>Intellectual Property Rights 0301322</p> | <p>This course addresses the defined intellectual property rights in general and in details. This course also deals with the legal texts that regulate a person's right to the product of the creative mind. It shows the requirements for the protection of works and moral rights, the financial author and transfer these rights to the heirs. It also deals with the definition of industrial property in general, and its divisions, through the definition of trademarks, and the procedures for registration, in addition to the legal provisions of the patent. Finally, it introduces the students to the definition of industrial design and conditions of protection.</p> |
| <p>Consumer Behavior 0504330</p> | <p>This course prepares a student to the basic concepts and principles of consumer behavior with emphasis on the major theories of management and marketing of consumer behavior in a social context in particular. The aim of this course is the study of consumer options and basic determinants together with their effects on marketing programs and policy and cultural effects on consumer behavior.</p> |
| <p>Direct Marketing 0602430</p> | <p>The course provides a theoretical introduction about direct marketing where the student will recognize the importance and advantages of direct marketing and the importance of customer databases. This course covers forms of direct marketing, such as telemarketing, emailing, cataloging and Internet marketing. This course is concerned with the ethical and legal considerations and the social responsibility of direct marketing.</p> |
| <p>Branding and Trademark 0602431</p> | <p>This course deals with the definition and importance of brands and their functions that are distinguished from others. It also manifests what brand may be registered as trademarks by explaining the substantive and procedural requirements that must be met for the registration of the brand, and the implications for trademark registration in terms of proving the right to ownership of the brand and the right to dispose it. It also covers the legal protections to the trademark holder, as well as dealing with the conditions of the famous brand and how to protect them.</p> |
| <p>Advertising and Social Media 0602432</p> | <p>This course examines the meaning of advertising and creative advertising strategies that enable the learner to design effective and successful advertising, and indicates the types of ads focusing on online advertising, and the role of the Internet in enriching the culture of advertising, as well as the role of social networks in modern development and activation, and connect it to the greatest number of the target audience. It also discusses the advantages and disadvantages of these networks particularly concerning e-marketing.</p> |

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| <p>International Advertising 0602481</p> | <p>This course is designed to introduce the concepts and importance of international advertising, its types, phases, management functions, variables of marketing and promotion and cultural and social work. It also focuses on the target of the advertising and how to deal with it through social, economic and ethical advertising. It also looks at the advertising strategies and governance stages and tools, mechanisms art, design and the message conveyed by the end of it. The course also focuses on the kinds of ad campaigns, planning and methods of implementation. It also addresses research on advertising agencies and companies and all types of media and its role in the transfer of the advertisement into targets. The course focuses on the planning and implementation of advertising campaigns and the mechanisms and tools.</p> |
| <p>Broadcast Journalism 0601310</p> | <p>This course deals with the concept of news, stages, and components, types, sources, and the differences between the press and the press report. The students would focus on various ways to get the news and how to publish them through various media, including the use of technology as a key to deployment. As well as on the political and professional considerations in publishing news, transported in addition to developing the capacities of students to editing and writing news online.</p> |
| <p>Investigative Journalism 0601320</p> | <p>This course is designed to familiarize students with journalism based on documented information in a systematic and objective approach in order to establish the facts and bring change for the public good. This course addresses the characteristics of the survey as a method of gathering data from other methods such as observation and interview members of the sample were masters of the situation and not the researcher as in other methods. It would also incorporate constraints on investigative journalism and the difference between traditional journalism and investigative journalism. In addition to the importance of investigative journalism and investigation, it impacts on models using similes and metaphors that are based on the relationship between human and some organisms to clarify the roles and functions.</p> |
| <p>Journalism Layout and Design 0601330</p> | <p>This course addresses the basics of regular press and digital output, and demonstrates to students the technological developments in the field of printing press output, offering students in general journalism, and especially, the background process and necessary scientific output with modern bases and vocabulary for this concept of education. It also supplies the students with the increasing need to understand the terminology and how to deal with them in the development of printed forms of communication and the emergence of many forms of desktop publishing software, design and digital media output which all contribute to the training of students to absorb some of the details, such as the technical vocabulary in contemporary practice, especially with regard to the nature of the output stages as editorial process through the shape, and the dialectical relationship between form and content. The course is all about how to perform these steps, tools and techniques associated with the implementation process, from scientific theory and practical process to keep pace with modern developments on the ground.</p> |
| <p>Photojournalism 0601340E</p> | <p>This course focuses on advanced topics in photojournalism. Students will learn the techniques and methods, models and philosophy behind the photo. Students will also learn the right skills to manage a photography by modifying attributes the cameras.</p> |

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| <p>Investigative Reporting 0601350</p> | <p>This course addresses the definition of investigative journalism, what it is, its functions, and forms in Arabic and international press, as well as the types of investigative journalist and the themes in media and advertising areas, political, economic, judicial, social, historical, artistic, sports and others. The course also includes the definition of modern art press, preparation for modern press, holding talks and writing modern journalist and press conference.</p> |
| <p>Electronic Journalism 0601360E</p> | <p>This course teaches students the skills for writing journalism for online newspapers and magazines, as well as a basic understanding of multimedia journalism. It introduces students to the skill of website development techniques and skills. Students will learn the language of HTML, understand basic principles of graphic design, and build a website using Dreamweaver. The course will also cover the laws, and copyright issues that influence online journalism.</p> |
| <p>Specialized Journalism 0601470</p> | <p>This course deals with the specialized press as a way to cope with the strong competition in modern media, especially television and the Internet, and at the same time it constitutes the essence of the general culture of the reader of newspapers. It also deals with the press and its definition in the Arabic world and the region, and how it has evolved to modern technologies. It also covers the concept of the specialized press, and speaks of its importance and types and causes worldwide, which came in response to cognitive and social needs. One of the most important forms of specialized press that the course touches: the women's press, journalism, sports, children's press, economic press, military press, press, the literary press, youth journalism, political journalism, technical press, press, religion, science journalism, partisan press school journalism, journalism, crime, electronic journalism, press cartoon and press ads.</p> |
| <p>Selected Topics in Journalism 0601480</p> | <p>This course aims to train students to learn the specialized press and its concepts, where the student identifies the types of specialized press. A student gets to examine several topics in one modern requirement in the press as investigative journalism, the specialized press, the electronic media, the press editing and layout and Arabic press in newspapers, news agencies, magazines, radio, TV as well as press in ethics legislation, etc. In addition to study, analyse and critique some of the comments and articles published in newspapers and specialized magazines, local and international. This course aims to give the student a clear and detailed background on the concepts and written report and their kinds, including training of students in stages to collect material from the specialized press and the recruitment of the successful media production.</p> |
| <p>Internship 0601490</p> | <p>This course deals with the field for students in an institution specialized in the press for giving them the opportunity to gain practical experience in journalism through observation and practical application of knowledge and scientific methods studied in the Communication and Media program.</p> |
| <p>Graduation Project 0601499</p> | <p>In this course, students in groups under the supervision of one or more faculty member(s) in the press will reflect what they have learned from the knowledge and experience acquired during their university education and courses in Journalism, course tasks in the final semester, which include the evaluation and discussion of the project before the committee, by one or more members from outside the college and from experts in the field of Journalism.</p> |

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| <p>Editorial Column Writing 0601410</p> | <p>This course is a theoretical and applied aspects of editing and writing articles and opinion published in simple and compound forms from the editorial title and subtitles and language introductions, the edited comment, and study the report and press conference and the functional and technical aspects, in the edited newspapers. It also deals with the study of the topic and the sources and methods of editing various arts, with an emphasis on conversation and investigation and the newspaper article, and indicate the types, functions and methods of writing and rules to be observed in the treatment. It teaches the students the method of expressing opinions drafted by various journalistic art, the study, analysis and criticism of some of the investigations and conversations and newspaper articles published in newspapers and magazines.</p> |
| <p>Social Media Journalism 0601460</p> | <p>This course deals with the press and social media the important role played by bilateral media as press and is traded on the pages of social networking in building bridges with the public. Evolution in the communications and information technology has had a profound effect on the methods of communicating with the media and the resulting competition between various forms of media to gain a broader spectrum of society. The course aims to provide students with basic theoretical concepts and methods of modern communication. The course also focuses on developing the skills necessary for the practice of journalism, particularly, press and related communication tools with various sections of society and its institutions using state-of-the-art technology and its applications.</p> |
| <p>Data Journalism 0601471</p> | <p>This course aims to introduce students to the data and techniques used in this approach to training students in the skills and techniques required for the use of information and statistical data effectively in news reports on health, crime, education, the economy and other topics, as well as giving students the skills to use the Internet and digital tools to find data and ideas, sources to be used in reports and journalistic stories. This course also includes training students to assess and produce tables and graphs and data analysis using a variety of core programs and features on how to weave these statements in news reports to give the analytical nature a natural narrative.</p> |
| <p>Journalism Campaigns 0601481</p> | <p>This course deals with the importance of press campaigns, planning, design, implementation, and evaluation, with a focus on persuasive campaigns because of their importance in contemporary life. It displays the types of media campaigns and consider in detail the scientific basis for press campaigns, and how to influence attitudes and values to achieve the goals of the campaign. In addition, the course is exposed in detail the procedural steps for media campaigns, and through which the campaign will be able to guide the community to a certain behavior, or face the risk of adverse events or problems in any society to reduce them.</p> |
| <p>Graphic Art 0602350</p> | <p>In this course, students will learn how to present the news visually. One will learn how to express emotions, unlike the scenes and stories using photography, art, and design. It will cover the basics of visual media, including print, layout and design, photography, interactive graphics and multimedia. Students will have the opportunity to build a foundation in design and visual storytelling. The student will also use tools such as Adobe Photoshop and Go</p> |
| <p>The Art of Persuasion 0603202</p> | <p>This course provides an overview of the genesis of persuasion and rhetoric as to influence human behavior in others. It focuses on a set of theories of persuasion and its relations to the connection. It also aims to provide practical models of persuasion and the use of the means to influence the choices of others through credibility, emotions and logic.</p> |

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| <p>Writing for Public Relations 0603310</p> | <p>The course is divided into two parts, the theoretical and practical. The theoretical aspect aims to teach the student the characteristics and the writing methods for public relations, and learn the rules of writing for radio in the area of public relations, news release writing, writing for a public service announcement, and writing letters, memos, reports, as well as writing oral words and writing for magazines, brochures, pamphlets, documentaries, radio, television, electronic media and legal aspects. As for the practical aspect, which aims to train students to practice writing for public relations in accordance with the above-mentioned contents.</p> |
| <p>Protocol and Etiquette 0603320</p> | <p>This course deals with etiquette and protocol in concept, objectives and applications, where the course focuses on the general and specific rules for etiquette and protocol by focusing in the field of information and communication. The course also deals with the historical development of etiquette and protocol, cultural influence on the evolution of this art, and some examples that can expand students' perceptions about etiquette and protocol. The will also learn to understand accurately, as well as some of the techniques used in media and communication to be able to express the etiquette and protocol in media work.</p> |
| <p>Public Relations Management 0603330</p> | <p>This course aims to introduce students to the concept of a public relations department, its importance, organizational aspects and operations as in planning, programming, implementing and evaluating. This course in U.A.E. and focuses on specialized topics in public affairs, including: media relations and the role of public relations in crisis management.</p> |
| <p>International Public Relations 0603340E</p> | <p>This course is designed to introduce students to the global perspective of international public relations with an emphasis on corporate and agency public relations. The International Public Relations course allows students to explore how global, regional and domestic factors influence relations between actors on the world stage. The program equips students with the skills and knowledge necessary to analyze choices and challenges that arise in this arena.</p> |
| <p>Media Production 0603350</p> | <p>The aim of this module is to prepare the student for the editorial and financial planning process and artistic media as the target audience with a focus on methods and technical components and phases of the production of information materials of various print and broadcast.</p> |
| <p>Online Public Relations 0603360E</p> | <p>Public relations through the internet requires an individual who understands the open community of the Internet and how to initiate positive public relations strategies. This course examines proactive public relations methods that are unique to the Internet. In addition, the course addresses how a publicist can become an integral part of protecting the image of a company and how relationship management must be aggressive in this highly accessible medium. The course examines emerging public relations practices in the digital environment.</p> |
| <p>Organizational Communication 0603470</p> | <p>This course deals with basic concepts of organizational communication on organizational levels, contact ascender and downward communication and the channels of communication in organizations as well as the means of communication inside press institutions and extended communication. It also provides students with information and knowledge about the nature of the communication, the types, levels and forms, properties, fields, its activities, physical and symbolic environment, in addition to practical connectivity constraints. This course reviews the functions and planning activities and specifications based on communication and public relations.</p> |

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| <p>Case Studies in Public Relations 0603480</p> | <p>This course is designed to address the immediate critical topics related to public relations in business organizations and society in general, such as how to prepare a program plan, public relations, public relations with the masses, public opinion and public relations, general management, Islamic perspectives on public relations, creativity, strategic planning and public relations, public relations and the media influence, public relations and corporate governance, public relations-cultural portal and crisis management.</p> |
| <p>Internship 0603490</p> | <p>This course seeks to put the theory into practice by directing participants to learn about the activities and concepts of public relations theory and various applications. It also focuses on the mechanics of creating a positive image for different business organizations through effective management of public relations.</p> |
| <p>Graduation Project 0603499</p> | <p>In this course, students in groups under the supervision of one or more faculty member(s) in public relations will reflect what they have learned from the knowledge and experience acquired during their university education and courses in PR, course tasks in the final semester, which include the evaluation and discussion of the project before the committee, by one or more members from outside the college and from experts in the field of PR.</p> |
| <p>Integrated Marketing Communications 0602302</p> | <p>This course reviews the theoretical elements of marketing communication from an integrated perspective, which gives students the ability to research and assess the market position of the company and employ the promotional platforms for marketing and study the target audience as well as recruitment advertising and how to manage marketing communications and the use of such information in preparing effective communication strategies and programs.</p> |
| <p>The Art of Persuasion 0603202</p> | <p>This course provides an overview of the genesis of persuasion and rhetoric as to influence human behavior in others. It focuses on a set of theories of persuasion and its relations to the connection. It also aims to provide practical models of persuasion and the use of the means to influence the choices of others through credibility, emotions and logic.</p> |
| <p>Public Relations Campaign 0603450</p> | <p>This course is designed to provide the student with the knowledge, skills and modern tools in strategic planning for public relations and communication activity. It also seeks to give the student the latest communication campaigns and programs, steps and methods of dealing with crisis management and with the media through public relations campaigns.</p> |
| <p>Dialogue and Communication Management 0603460</p> | <p>This course aims to introduce students to negotiate understandable terms, principles, forms, methods, policies, strategies and tactics. As it also focuses on the characteristics and specifications of a professional negotiator in the U.A.E. Moreover, the students will acquire the process of negotiating cases, tests for measuring the negotiating style, and finally earning the skills of negotiation and persuasion strategies.</p> |
| <p>Public Relations and Social Media 0603461</p> | <p>This course addresses the basic concepts in the areas of public relations, social media and electronic media in general. It also displays electronic networks in terms of the kinds, characteristics and their relationship to alternative media and public relations, social networking site. Finally, it focuses in particular on the link between social media and public relations, how to hire a person in public relations.</p> |
| <p>Organization of Special Events 0603481</p> | <p>This course is designed to identify special events management and clarify concepts and requirements, and necessary skills for organizing, preparing and management of various types and at all levels (local, regional, and international). The course also explains marketing and sales strategies in the area of special events to attract a market segment with specific needs and clarify technical interview with these requirements as part of the service for parties and conferences. This course combines theory and practice, including the preparation, planning, and administration, management, implementation, and networking with the media.</p> |