

## Brief Course Descriptions

<p><b>Introduction to Public Relations</b> 0603200</p>	<p>The course focuses on public relations, its origins, development, functions and principles, types, methods and processes of public relations in various institutions. It looks at the communication process in public relations and its internal and external means, as well as public relations standards, characteristics, advantages and characteristics of workers in this field. It focuses on public relations programs and strategies in building and enhancing the image of the institution and managing its relationships with its various audiences.</p>
<p><b>Public Opinion</b> 0603201</p>	<p>The course deals with the concepts related to public opinion, its types and components, and the factors affecting its formation. It also deals with the functions of public opinion and how to measure it as a social, psychological and media phenomenon, the extent of its impact on contemporary societies, and theories that explain the phenomenon of public opinion. The course focuses on studying the most important public opinion issues, interacting with them and dealing with them from critical and analytical perspectives.</p>
<p><b>The Art of Persuasion</b> 0603202</p>	<p>This course provides a glimpse into the genesis of persuasion and its relationship with rhetoric as a human behavior that aims to influence others. The article focuses on a range of theories of persuasion and communication, and aims to present applied models of persuasion and use possible means to influence others' choices through credibility, emotions, and logic.</p>
<p><b>Writing for Public Relations</b> 0603310</p>	<p>The course focus on the concept of writing for public relations, its characteristics and rules, and how to write and design various printed and online media materials that are written and edited by public relations, such as: news statement, newsletters, advertising texts (public service announcement), memos, mailing, letters, reports, proposals, speech words and presentations. As for the practical side, it aims to train the student to practice writing for public relations according to the aforementioned contents.</p>
<p><b>Protocol and Etiquette</b> 0603320</p>	<p>The course introduces the art and etiquette of protocol, its concept, its importance, and its functions in social and diplomatic life and in promoting public relations. The course also deals with the historical and cultural roots of protocol art and etiquette. It provides some examples that help students to understand the arts of protocol and etiquette in dealing with others in social and diplomatic events.</p>
<p><b>Public Relations Management</b> 0603330</p>	<p>The course seeks to familiarize students with public relations management, its concept, importance, organizational aspects, and public relations processes: planning, programming, communications, implementation and evaluation. It also focuses on analyzing public relations work, its responsibilities, functions and various tasks. It studies other topics specializing in public relations management, such as: managing media relations, managing crisis public relations, and designing action plans for public relations.</p>
<p><b>International Public Relations</b> 0603340E</p>	<p>The course allows students to explore how global, regional and domestic factors influence relations between actors on the world stage. The course equips students with knowledge and the skills necessary to gain an in-depth understanding about how cultural context might influence public relations practices.</p>
<p><b>Media Production</b> 0603350</p>	<p>The course seeks to acquaint the student with the basic rules for producing printed materials for public relations (brochures, brochures, pamphlets, posters and magazines), and visual and audio materials (radio and television advertisements, documentaries about the institution and its achievements, radio paragraphs and TV programs), as well as electronic materials through multimedia.</p>
<p><b>Online Public Relations</b> 0603360E</p>	<p>The course is designed to teach students the principles of online communications and their implications on developing PR strategy, conduct research, design messages (e.g., news release, PR website writing), new media usage including a select from a multitude of online platforms (e.g., Facebook, Twitter) and its PR usage and interaction. The course looks at the online reputation management, impact of new media and how PR deals with crisis. The course also presumes familiarity with basic digital engagement protocol on major platforms including social media sites.</p>

<p><b>Public Relations Campaign</b> <b>0603450</b></p>	<p>The course focuses on introducing the student to the concept of public relations campaigns and the theoretical frameworks that govern its construction and planning. It deals with how to prepare public relations campaigns with its various objectives, and aims to enable the student to plan, design and implement public relations campaigns in theory and practice, and to develop communication programs plans through public relations campaigns.</p>
<p><b>Dialogue and Negotiation Management</b> <b>0603460</b></p>	<p>The course seeks to introduce the student to dialogue negotiation, their concept, conditions, principles, models, means, policies, strategies and tactics, and focuses on the characteristics and specifications of a professional negotiator. It presents practical cases about negotiation and dialogue, and tests to measure the negotiation pattern, so that the student acquires various negotiation skills, dialogue and persuasion strategies adopted.</p>
<p><b>Public Relations and Social Media</b> <b>0603461</b></p>	<p>The course deals with the basic concepts in the fields of public relations and social media networks, and new media in general, as well as introduces social networks in terms of their types, characteristics, and their relationship to new media and public relations. It focuses, in particular, on the link between social media networks and the field of public relations, and how to use them professionally and employ in public relations.</p>
<p><b>Organizational Communication</b> <b>0603470</b></p>	<p>The course deals with the basic concepts of organizational communication. Its forms, types, functions, levels, communication channels in organizations, strategies, schools of thought, and it provides students with planning skills to manage communication and the skills to analyze the communication environment within the organization.</p>
<p><b>Case Studies in Public Relations</b> <b>0603480</b></p>	<p>The course aims to introduce how to study issues or cases that faced some public or private institutions, and analyze them based on the principles of public relations. It identifies how institutions dealt with these cases and issues, and to develop students' critical thinking about the real practices of public relations by studying examples of case studies and coming up with lessons learned.</p>
<p><b>Organization of Special Events</b> <b>0603481</b></p>	<p>This course aims to identify what special events and events are, their importance, and types, and how to prepare and manage events and special events of all kinds, on the local, regional, and international levels. It clarifies the marketing strategies and sales in the field of special events and events to attract the market segment with specific needs, and to clarify the technology required to meet these needs as part of the events and events services. The course combines the theoretical and practical aspects, including the field of preparation and planning, management, organization and implementation, and communication with the media.</p>
<p><b>Internship in public relations</b> <b>0603490</b></p>	<p>This course seeks to put theory into practical application by directing participants to become familiar with the activities and concepts of theoretical public relations and their various applications. It also focuses on the mechanisms of creating a positive mental image for various business organizations through effective public relations management.</p>
<p><b>Graduation Project in public relations</b> <b>0603499</b></p>	<p>In this course, students, in the form of groups, under the supervision of one or more members of the faculty, implement a project in public relations in which the students' knowledge and experiences they gained during their university studies are embodied in them. Especially, the courses specializing in public relations and the division of research and implementation tasks on the weeks of the semester. The final evaluation includes the presentation and discussion of the project before a committee with one or more members from outside the college and experts in the field of public relations.</p>

<p><b>Multimedia 0102411A</b></p>	<p>The course aims at introducing students to the basic concepts and usage of multimedia technology, as well as multimedia production skills and its various technologies in terms of hardware and software used. The course reviews the basic methods and applications for processing text, sound, image / animation, and video. In addition to, integrating them into a single application, taking into consideration the basic goal of developing these media. The course also focuses on the review and discussion of social and legal issues related to multimedia.</p>
<p><b>Literary Criticism and art 0405312A</b></p>	<p>This course deals with literary and artistic criticism in terms of their concept, sources, directions, approaches and types, old and modern, and includes the most prominent critical issues related to the literary and artistic aspects, and the problematic issues raised about the nature and function of literature and art. The driver also focuses on criticism patterns of cinematic, theatrical and television dramas in terms of form and content. On the practical side, the various monetary curricula are applied to literary and artistic models and works.</p>
<p><b>Principles of Management 0501200A</b></p>	<p>This course provides a comprehensive study of the principles of management with emphasis on the functions of planning, organizing, directing, motivating employees and following up on their performance. It also addresses the basic characteristics of contemporary organizations, how they manage and being introduced to the most important problems they can face in a competitive environment. The course also offers a brief idea about the most prominent old and modern management theories in order to increase the student's awareness of the theoretical developments in this field.</p>
<p><b>Marketing Management 0504200A</b></p>	<p>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.</p>
<p><b>Web Design 0506423A</b></p>	<p>This course provides an introduction to the basic web design. Students will learn how to use HTML to design their web pages. Basic HTML tags will be covered for text formatting as well as more advanced tags allowing creation of image maps, tables, frames, forms and multimedia elements.</p>
<p><b>Principles of Economics 0509100</b></p>	<p>This course is designed to enable the student to obtain the basic concepts and principles of consumer behaviour. This course focuses on the most important management and marketing theories related to consumer behaviour in the social context in particular. The goal of this course is to study consumer choices and their main determinants, as well as their impact on marketing programs and public policy. It also illustrates the cultural implications of consumer behaviour.</p>
<p><b>Web Design 0506423A</b></p>	<p>This course provides an introduction to the basic web design. Students will learn how to use HTML to design their web pages. Basic HTML tags will be covered for text formatting as well as more advanced tags allowing creation of image maps, tables, frames, forms and multimedia elements.</p>
<p><b>Principles of Economics 0509100</b></p>	<p>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.</p>