

Course: Bachelor of Business Administration (Hons.)

1.	Course Title	Introduction to Public Relations اسم المادة
2.	Course Code	BBUS3053 رمز المادة
3.	Status	Major مادة أساسية
4.	Credit Hour	3 (2+1) 2 lecture (2 hour per week x 14 weeks) 1 tutorial (1.5 hours per week x 14 weeks) عدد الساعات المعتمدة
5.	Semester/Year	2/3 الفصل الدراسي
6.	Prerequisites	BMKT2023 Marketing Theory and Practices المتطلب السابق إن وجد
7.	Teaching method:	Distance Learning (Electronic) طريقة التدريس
8.	Evaluation	Assessment and Marking Percentage: Quizzes الامتحانات القصيرة 10 % Assignments الواجبات 10 % Interactions through discussion board المنتديات 10 % Mid-Semester Exam الامتحان النصفى 20 % Final Examination الامتحان النهائي 50 %
9.	Lecturer	N/A
10.	Objective of the Subject	At the end of the this subject, students should be able to: <ul style="list-style-type: none"> The historical and evolution of public relations and its roles in integrated marketing communication. Differentiate public relations from other organizational functions. Delineate the process of public relations campaign planning, implementation and evaluation. Examine current issues and trends affecting the industry Demonstrate the roles of formative and evaluate research in public relations The use of public relations strategies to achieve organizational goals Emphasize the importance of audience (public) segmentation. Outline the steps for effective decision making and problem solving in public relations practice. The technical skill needed by public relations practitioners The various environments in which public relations practitioners function.
11.	Learning Outcomes	Upon completion of this subject, students should be able to: <ul style="list-style-type: none"> Describe and discuss the roles of public relations in organization and businesses. Apply the public relations process in planning public relations campaign. Select and utilized appropriate strategies and communication channels for public relations purposes. Utilize formal and informal methods for primary and secondary research to inform public relations activity. Used public relations skill and qualities in daily operational aspects of everyday practices. Apply theories and concepts on practical problems and discuss practical solutions based on a theoretical foundation.
12.	Synopsis	This subject provides a general level overview of the practice of public relations. It is an introduction to the field and is focus on understanding the principles, key competencies and technical skill necessary to become a successful public relations professional or to manage the function in a business setting, including research and evaluation, problem solving, decision-making, written and oral communications and strategic planning. The overall course also provides essential knowledge for those planning taking managerial careers that require an understanding of public relations, organizational communications and

		communication management. The primary objective of this subject is to provide students with a perspective on the nature of public relations and how it contributes to the success of businesses, non profit and government organizations.		
13.	Topics	Details	Lecture (Hrs)	Tutorial (Hrs)
	Topic 1	Overview <ul style="list-style-type: none"> • Introduction of Public Relations. • Philosophy of Public Relations • Objective of Public Relations • Skill and quality of Public Relations Practitioner. 	2	0

	Topic 2	The Public of Public Relations. <ul style="list-style-type: none">• The publics• Types & categories of publics• Roles of Public Relations Practitioners• Ethics in Public Relations.	2	3
	Topic 3	Public Relations Research, Planning and Implementation <ul style="list-style-type: none">• Using research for planning and monitoring• Using research to plan and to evaluate outcomes• Formal and informal Research• Audience Information• Research and problem solving	4	3
	Topic 4	Public Opinion and Public Perception <ul style="list-style-type: none">• Identifying and describing publics• Issues and the role of the PR practitioner• Perceptions and Public Opinion• Public opinion research and public relations	4	1.5
	Topic 5	Strategic Management in PR Practice <ul style="list-style-type: none">• PR's role in the organizational structure part of the management.• Issue monitoring and managing for organization• Panning and managing PR work	4	1.5
	Topic 6	Communication Channels and Media <ul style="list-style-type: none">• Choosing the medium• Choosing message.	2	3
	Topic 7	Tactics and Techniques: Details that Make PR Strategy Work. <ul style="list-style-type: none">• Advertising• Publicity and publications• Publicity through mass media	2	3
	Topic 8	Campaigns <ul style="list-style-type: none">• Types of campaigns• Characteristics of successful campaign• Planning a campaign• Implementing the campaign• Evaluating campaign	2	3
	Topic 9	Crisis and Credibility <ul style="list-style-type: none">• Anticipating a crisis• Dealing with crisis• Recovery and Evaluation Successful Public Relations Practitioner <ul style="list-style-type: none">• Skill and quality of public relations practitioner.	6	3
		Total contact hours	28	21
		Equivalent lecture hours	28	14
		Total lecture hours	42	
		Credit hours	3	
14.	Main references:	Newsom, Turk, Kruckeberg (2005). This is PR. The Realities of Public Relations (8th ed), Wadsworth, USA.		
15.	Additional References:	1. Seitel Fraser P.(2004). The Practice of Public Relations (9th ed), Prentice Hall, New Jersey, USA. 2. Cutlip, Center & Broom (2006). Effective Public Relations (9th ed), Prentice Hall, New Jersey, USA. 3. Bobbitt, R., & Sullivan, R. (2005). Developing the Public Relations Campaign: A team-based approach . Allyn and Bacon, Boston 4. Verderber R.F, Verderber K. (2004). The Challenge of Effective Speaking . Thomson Wadsworth, Australia.		

	Other Materials:	All other materials will be available to students online.
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