



Philadelphia University
Faculty of Administrative and Financial Sciences
Department of Business Administration
First semester, 2017/2018

| <u>Course Syllabus</u> | | | |
|------------------------------|------------------|--|--|
| Course code | : 0160241 | Course Title: PR | |
| | | Management | |
| Course prerequisite : | | Course Level: 3rd year | |
| Credit hours | : 3 | Lecture Time: 8:15-9:45 | |

| | | <u>Academic Staff</u> <u>Specifics</u> | | |
|-------------------------------|---------------------|---|-------------|------------------|
| E-mail Address | Office Hours | Office Number and Location | Rank | Name |
| hjalabneh@philadelphia.edu.jo | | 32517 | Instructor | Heba Al Jalabneh |

Course module description:

This module discusses how to organize and orchestrate PR from budgets, to coordinating various media, to tying into advertising and marketing campaigns. Includes the most current PR resources and how to promote via the latest technology from the Internet to special events.

Course module objectives:

- ا Define public relations
- ب Evaluate public relations concepts
- ح Determine the characteristics of public relations people
- د Organize and plan the public relations department activities
- ه Use communication skills in public relations
- و Determine the role and importance of public relations in modern societies

Course/ module components

- **Books (title , author (s), publisher, year of publication)**
 - دار ، العلاقات العامة والاتصال الانساني. أبو وأصابع ، صالح خذليل ،
الشروق لاندشر
وال توزيع ، عمان ، 4002
 - د. مهدي حسن زويد نف ، د. احمد - النظرية والا ساليب - العلاقات العامة
القطاعين
 - ماركو ابراهيم "الادارة: المبادئ الاساسية" المركز القومي لاندشر، عمان ، 1002
 - مؤسسة زهران لاندشر، جودة مد فوظ احمد، "العلاقات العامة : مفاهيم وممارسات"،
عمان، 0002
 - الشامي، جرادات عبد الناصر، "العلاقات العامة في الادارة المبادئ والاسس العلمية"
لاندشر، عمان ، 1002 المركز القومي
- **Support material (s) (vcs, acs, etc).**
- **Study guide (s) (if applicable)**
- **Homework and laboratory guide (s) if (applicable).**

Teaching methods:

Lectures, discussion groups, tutorials, problem solving, debates, etc.

Learning outcomes:

- Knowledge and understanding
 - Demonstrate an understanding of the relationship between public relations and other functions of the firm
- Cognitive skills (thinking and analysis).
 - Differentiate between levels of managers in an organizational context.
- Communication skills (personal and academic).
 - Articulate appreciation of the role and content of major public relations techniques.
- Practical and subject specific skills (Transferable Skills).

Assessment instruments

- Short reports and/ or presentations, and/ or Short research projects
- Quizzes.
- Home works
- Final examination: 50 marks

| <u>Allocation of Marks</u> | |
|----------------------------|------------------------------------|
| Mark | Assessment Instruments |
| 20 | First examination |
| 20 | Second examination |
| 40 | Final examination |
| 20 | Research paper ,Quizzes, Homework, |
| 100 | Total |

Documentation and academic honesty

- Documentation style (with illustrative examples)

- Protection by copyright
- Avoiding plagiarism.

Course/module academic calendar

| week | Basic and support material to be covered | Homework/reports and their due dates |
|------|---|--------------------------------------|
| (1) | <ul style="list-style-type: none"> •イ The nature of public relations •ロ The concept of public relations | |
| (2) | <ul style="list-style-type: none"> •ハ The evaluation of public relations •ニ Principles of public relations: | |
| (3) | <ul style="list-style-type: none"> •ホ Characteristics of personnel engaged in public relations | |
| (4) | <ul style="list-style-type: none"> •ヘ Objectives and functions of public relations •ト At the national level | |
| (5) | <ul style="list-style-type: none"> •チ Objectives and functions of public relations | |

| | | |
|--------------|--|--|
| | <ul style="list-style-type: none"> •リ At the organizational level | |
| (6) | <ul style="list-style-type: none"> •ヌ Organizing and planning the public relations department <p style="text-align: center;">First examination</p> | |
| (7) | <ul style="list-style-type: none"> •ル Communication methods in public relations: <ul style="list-style-type: none"> •ヲ The telephone •ヅ Meetings | |
| (8) | <p>Communication methods in public relations:</p> <ul style="list-style-type: none"> •カ Printed materials •コ The press | |
| (9) | <ul style="list-style-type: none"> • Communication methods in public relations: <ul style="list-style-type: none"> •タ Radio and television | |
| (10) | <ul style="list-style-type: none"> • Communication methods in public relations: <ul style="list-style-type: none"> •レ Mass media and information | |
| (11) | <ul style="list-style-type: none"> •ソ Factors influencing public relations : Internal factors: | |
| (12) | <ul style="list-style-type: none"> •ツ Upper management policies <p style="text-align: center;">Second Exam</p> | |
| (13) | <ul style="list-style-type: none"> •ネ Material and human resources | |
| (14) | <ul style="list-style-type: none"> •ナ External factors | |
| (15)) | <ul style="list-style-type: none"> •ラ The importance of public relations in modern societies <p style="text-align: center;">Specimen examination (Optional)</p> | |
| (16) | <ul style="list-style-type: none"> •ム Final Examination | |

Expected workload:

On average students need to spend 2 hours of study and preparation for each 50-minute lecture/tutorial.

Attendance policy:

Absence from lectures and/or tutorials shall not exceed 15%. Students who exceed the 15% limit without a medical or emergency excuse acceptable to and approved by the Dean of the relevant college/faculty shall not be allowed to take the final examination and shall receive a mark of zero for the course. If the excuse is approved by the Dean, the student shall be considered to have withdrawn from the course.

Module references

Books

Journals

Websites

