

Bachelor of Mass Communication with Major in Public Relations Guidance Plan

Sem.	Code	Course Title	Prerequisite	Cr. H.
Semester 1	0405102	Communications Skills in Arabic	None	3
	0401103	English For Developing Communications	None	3
	0402101	Computer Applications	None	3
	0604100	Introduction To Public Relation	None	3
	0602100	Introduction To New Media	None	3
Semester 2	0401104	English Skills for Academic Writing	0401103	3
	0406112	Culture and Islamic Studies	None	3
		College Elective (1)	None	3
	0609105	Introduction To Economic	None	3
	0601200	Introduction To Sociology	None	3
	0601101	Principles of Management	None	3
Semester 3		Elective General Requirement (1)	None	3
	0407112	Innovation and Entrepreneurship	None	3
	0603100	Introduction To Journalism	None	3
	0601235	Introduction To Political Science	None	3
	0601320	Communication Theories	None	3
	0604205	Public Relation Writing Skills	None	3
Semester 4	0509101	Principles of Statistics	None	3
		Elective General Requirement (2)	None	3
	0601210	Geopolitics	None	3
	0601230	E-Commerce	None	3
	0604340	Public Relations Campaigns	0601320	3
		College Elective (2)	None	3
Semester 5	0601345	Public Opinion	None	3
	0609115	Research Methodology	0509101	3
	0601250	Social Psychology	0407115	3
	0604430	Public Relations Management	0604340	3
	0604215	Organizing a Special Events in Public Relation	0604100	3
	0601340	Media Ethics and Legislation	None	3
Semester 6	0609102	Applied Statistics	0509101	3
	0601350	Digital photography	None	3
	0601305	Translation	0401104	3
	0604440	Media Material Production in Public Relation	0604340	3
	0604335E	Public Relations via Internet (E)	0604205, 0401104	3
	0604350E	Integrated Marketing Communication (E)	0601340, 0401104	
Semester 7		College Elective (3)	0601250	3
	0601330	Artistic and Literary Criticism	0405102	3
	0601310	Multimedia	None	3
	0604448	Internship (Public Relations)	90 Hours	3
Semester 8	0601205	Renewable Source of Energy	None	3
		Elective College Requirement (3)	None	3
	0604450	Graduation Project (Public Relations)	Graduation Semester	3