

STUDY PLAN REPORT

Program Name: Bachelor of Public Relations and Advertis Program Major: Public Relations

Course Number	Course Name	Credit Hour	Prerequisite
Semester1			
ENGA 101	English I	3	
HUMA 201	Critical Thinking	3	
SCI 101	Science and Life	3	
COM 101	Communication Skills	3	
PSYA 101	Introduction to Psychology	3	
Semester2			
CIS 101	Computer Fundamentals	3	
SSSA 101	Study Skills	3	
ENGA 102	English II	3	ENGA 101
ENVA 201	Introduction to Environmental Science	3	
COM 102	Arabic Language for Media	3	
Semester3			
EOCA 201	Principles of Economics	3	
SOCA 101	Introduction to Sociology	3	
PRA 208	Introduction to Public Relations	3	COM 101
ADV 209	Introduction to Advertising	3	PRA 208
HIS 210	History of Arab Gulf Countries	3	UAE/A 201
COM 206	Translation	3	ENGA 102
Semester4			
MGT 101	Introduction to Business	3	

Course Number	Course Name	Credit Hour	Prerequisite
POL 202	Introduction to Political Science	3	COM 101
RES/ 201	Research Methods	3	CIS 101,STA 301
ADV 207	Digital Photography	3	COM 101
CIS 204	Computer Applications	3	CIS 101
Semester5			
LAW 101	Introduction to Law	3	
UAE/A 201	UAE Studies	3	
STA 301	Applied Statistics	3	CIS 101
COM 304	Social Networks	3	CIS 204
PRA 301	Public Relations Organization and Management	3	PRA 208
ADV 305	Design Fundamentals	3	CIS 204
ENV 303	Renewable Energy Sources	3	COM 101
PRA 306	Ethics of Public Relations	3	PRA 208
PRA 307	Integrated Marketing Communications	3	PRA 208,ADV 209
PRA 308	Direct Marketing	3	PRA 208,ADV 209
MGT 310	Innovation and Entrepreneurship	3	EOCA 201
Semester6			
ISLA 201	Islamic Studies	3	
COM 401	Public Opinion	3	PRA 208,ADV 209
PRA 302	Writing for Public Relations	3	PRA 208
PRA 303	Production of Information Materials in the Field of Public	3	CIS 204,ADV 207
PRA 304	Protocol and Etiquette	3	PRA 208
PRA 305	Online Public Relations (E)	3	CIS 204,ADV 207

Course Number	Course Name	Credit Hour	Prerequisite
PRA 309	International Public Relations	3	PRA 208
ADV 309	Graphic Art	3	CIS 204
Semester7			
ADV 405	Multimedia	3	CIS 204
PRA 403	Information Society	3	COM 101
PRA 412	Organizing Fairs and Festivals	3	PRA 208
LAW-304	Regional and International Organizations	3	COM 101
PRA 402	Organizing Special Events in Public Relations	3	PRA 303
PRA 406	Social Marketing	3	PRA 208,ADV 209
PRA 401	Public Relations Campaigns	3	PRA 302
PRA 411	Public Relations and Crisis Management	3	PRA 301
Semester8			
PRA 404	Field Training in Public Relations	3	
PRA 405	Graduation Project in Public Relations	3	RES/ 201
PRA 407	Organizations Reputation Management	3	PRA 208
PRA 408	Art of Persuasion	3	PRA 208
PRA 409	Organizational Communication	3	PRA 208
PRA 410	Marketing Research	3	PRA 208,ADV 209