

قالب موحد لإعداد اللوائح والبيانات الأكاديمية باللغة الإنجليزية

لبرامج البكالوريوس/ والدراسات العليا

الغرض من هذا القالب: توحيد البيانات المطلوبة في كافة البرامج العلمية لإتاحتها تمهيداً للمراجعة والنشر على الموقع الإلكتروني للكلية ومشاركتها مع الشركاء الدوليين.

إرشادات عامة للتعبئة

- يرجى استكمال جميع البيانات باللغة الإنجليزية، مع الالتزام بما ورد في اللائحة الأكاديمية المعتمدة.
- يرجى مراجعة الصياغة الإنجليزية قبل إرسالها إلى وحدة العلاقات الدولية ولجنة النشر على الموقع الإلكتروني.
- يرجى تسليم الملف بصيغتي Word + PDF.

أولاً: بيانات القسم والبرنامج

Department Name in English	Public Relations and Advertising Department
Program Name in English	Public Relations and Advertising Program
Program Level	Undergraduate
Name of the Head of Department / Program Coordinator in English	Head of Department: Prof. Dr. Ahmed Khattab
Department Contact Email	
Date of Last Data Update	

ثانياً: وصف البرنامج باللغة الإنجليزية

يرجى كتابة فقرة واحدة باللغة الإنجليزية توضح طبيعة البرنامج، أهدافه العامة، ومخرجاته التعليمية المتوقعة.

The Public Relations & Advertising Program aims to teach students what marketing means and how marketing communications can be managed. Students should also be able to differentiate between various marketing communications tools and know how to use each. The program also aims to qualify students on how to manage marketing organizations and seeks to strengthen their knowledge on various marketing concepts and media theories.

ثالثاً: بيانات الساعات والمدة

Total Credits	58 credits + 3 credits (free) + 6 credits (practical & field training)
Credits per Year	-
Duration	2 years
Study System / Academic Levels	4 semesters

رابعاً: متطلبات الدراسة في البرنامج

يوضح هذا الجدول توزيع الساعات المعتمدة أو المقررات المطلوبة لاستكمال البرنامج وفقاً لللائحة المعتمدة.

Component / Requirement	Required Credits	Academic Level / Semester	Notes
Core	33	3rd & 4th	[Notes]
Electives	6	4th	[Notes]
Highly Specialized	19	4th	[Notes]

خامساً: لائحة المقررات باللغة الإنجليزية

يرجى إدراج جميع المقررات، مع الأكواد والوصف المختصر وطبيعة المقرر. يمكن إضافة صفوف حسب الحاجة.

Course Code	Course Title in English	Brief Course Description	Course Type	Credits	Level / Semester
PRA301	Writing for PR & Advertising	In this course, the student will learn about the PR perspective, organizational writing and publications.	Compulsory	3	3rd
ADV417	Advertising Management	This course covers the management of a firm's advertising effort (with some coverage of related topics like direct marketing, public relations, and sales promotions).	Compulsory	3	3rd
PRA302	Marketing Essentials	This course covers the definitions of key marketing concepts such as customers, target markets, the marketing mix, the marketing environment, ethics in marketing, e-marketing.	Compulsory	3	3rd
PRC404	Social Marketing	This course aims to identify the differences between social and commercial marketing and discuss the importance of Social Marketing towards both businesses and the society.	Compulsory	3	3rd
PRA303	Creative and Media Strategies	This course will focus on the process of creating effective marketing communications materials for business with an emphasis on advertising.	Compulsory	3	3rd
PRC304	Strategic Management of PR	This course develops theoretical and applied knowledge for students to better understand and use public relations.	Compulsory	3	4th
PRA304	PR Strategies	Public Relations Strategies introduces students to the strategic planning process. Students will learn what is involved in developing, implementing and evaluating public relations strategies.	Compulsory	3	3rd
ADV409	Marketing Research	In marketing research students will be able to know how to satisfy the company's customers' needs and that through gathering information about them by using different methods.	Compulsory	3	4th
PRA305	Corporate Reputation Management	In this course students will learn how to form the consumer's opinions about a specific brand through many methods.	Compulsory	3	4th
PRC301	Organization Communication	This course aims to make students able to use different methods of communication to make the organization's communication flow internally and externally.	Compulsory	3	3rd
ADV308	Branding	This course covers the principles and practices of brand management and focuses on applied strategies and tactics used by marketers to build and reinforce successful global brands.	Compulsory	3	4th
ADV301	E-Marketing	This course provides an advanced conceptual knowledge and understanding of the value of digital marketing in contemporary organizations.	Elective	3	4th
PRA401	Social Media SEO and Digital Strategy	An introductory course providing students with the media tools and grasp of marketing-related media theory needed for effective digital communications in businesses and organizations.	Elective	3	4th

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PRA402	Managing Web-Content	With new characteristics attached to the new web era, content management needs to be managed accordingly.	Elective	3	4th
PRA403	Production of Promotional Materials	Promotional materials are a part of the larger marketing strategy of a business. Students should learn how to utilize different promotional materials to meet their goals.	Highly Specialized [Compulsory]	3	4th
DM301	Media Translation	This course is designed to equip students with the knowledge and skills needed for pursuing a career in media translation in different fields.	Highly Specialized [Compulsory]	3	4th
PRC413	Online PR	This course will cover how online Public Relations offer an insightful look at the practice of PR in an era where social media has revolutionized the way people communicate.	Highly Specialized [Compulsory]	3	4th
PRA404	Online advertising	In online advertising course students will learn how to use different internet platforms to deliver a certain message to the audience.	Highly Specialized [Compulsory]	3	4th
PRA405	Special Topics in PR and Advertising	This course will be very important for students as it will let them discover more about the world of public relations and advertising.	Highly Specialized [Compulsory]	3	4th
PRA400	Graduation Project		Highly Specialized [Compulsory]	4	4th

سادساً: : قائمة مراجعة قبل الإرسال

- تمت كتابة اسم البرنامج باللغة الإنجليزية كما يرد في اللائحة المعتمدة
- تمت إضافة وصف موجز للبرنامج باللغة الإنجليزية
- تم توضيح عدد السنوات الدراسية وعدد الساعات المعتمدة
- تمت إضافة بيانات التواصل الأكاديمي لرئيس القسم أو منسق البرنامج
- تمت إضافة لائحة المقررات مع الأكواد والوصف وطبيعة كل مقرر
- تم توضيح متطلبات الدراسة وتوزيع الساعات في البرنامج
- تمت مراجعة واعتماد الملف من الإرشاد الأكاديمي قبل الإرسال

د. نجلاء حامد

مديرة الإرشاد الأكاديمي