

قالب موحد لإعداد اللوائح والبيانات الأكاديمية باللغة الإنجليزية

لبرنامج 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 للتعبة

- 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 Corporate Communications
Program Name in English	PHD
Program Level	Post graduate
Name of the Head of Department / Program Coordinator in English	
Department Contact Email	
Date of Last Data Update	27/4/2024

ثانياً: وصف البرنامج باللغة الإنجليزية

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

PhD in Public Relations and Corporate Communications is an advanced program that focuses on strategic communication, reputation management, and organizational relationships. It equips researchers with theoretical and practical expertise to analyze media, stakeholders, and corporate messaging. Graduates are prepared for academic, consulting, and leadership roles in global communication environments.

ثالثاً: بيانات الساعات والمدة

Total Credits	57
Credits per Year	24 for first year, 15 for second year, 18 for Thesis
Duration	"The minimum period to complete the qualifying courses is four semesters, and the maximum is seven semesters."
Study System / Academic Levels	Credit hours

رابعاً: متطلبات الدراسة في البرنامج

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

Component / Requirement	Required Credits
Core: Research Methods (Advanced)	3
Core: Advanced studies in statistical processing methods such as (SPSS, NVIVO)	3
Core: Communication Theories (Advanced)	3

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Core: 2 Courses outside the major, such as (political science, Economics).	3 for each course
Core: Theoretical and Methodological Trends in Digital Public Relations (Advanced)	3
Core: Theoretical and Methodological Trends in Digital Corporate Communications (Advanced)	3
Core: Strategic Management of Issues and Crises in Public Relations and Corporate Communications	3
Thesis	18

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
COM701	Research Methods (Advanced)	The general objectives of the course are to introduce students to various inductive research designs, as well as quantitative and qualitative methods and their applications. The course also aims to develop advanced critical appraisal skills of research methodologies and designs, and to explain the usefulness of different research designs in addressing specific research questions.	Compulsory	3
COM702	Advanced studies in statistical processing methods such as (SPSS, NVIVO)	The general objectives of the course are to study different statistical methods and to familiarize students with statistical software programs such as SPSS and NVivo. The course also aims to develop the ability to apply various statistical methods in hypothesis testing, as well as to enhance skills in data entry, analysis, and the extraction of results.	Compulsory	3
COM703	Communication Theories (Advanced)	The general objectives of the course are to become familiar with various communication theories, examine advanced theories in digital media and visual analysis, and explore advanced theories related to artificial intelligence. The course also aims to analyze advanced theories in crisis communication and investigate advanced theories of media influence and interaction.	Compulsory	3
COM 704, COM705	2 Courses outside the major, such as (political science, Economics).	The general objectives of the course are to develop a critical understanding of political systems and economic structures and their influence on marketing communications, advertising policies, and regulatory environments. The course also aims to analyze the	Compulsory	3(for each course)

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		interaction between public policy and market dynamics and how this interaction shapes advertising strategies in both commercial and non-profit contexts. In addition, it seeks to evaluate the impact of political ideologies and economic theories on consumer behavior, media systems, and persuasive communication practices, as well as to enhance the ability to assess the role of governmental institutions and economic forces in shaping ethical standards, competition, and transparency in advertising industries. Furthermore, the course focuses on applying political and economic frameworks in designing, implementing, and evaluating integrated marketing communication campaigns across different markets, and on examining global and local economic policies and political trends and their implications for international advertising and cross-cultural communication strategies.		
PRCC704	Theoretical and Methodological Trends in Digital Public Relations (Advanced)	The general objectives of the course are to differentiate between the uses of public relations theoretical and methodological frameworks in traditional and digital environments, and to apply public relations theoretical frameworks in different web spaces. The course also aims to enable students to use qualitative approaches to study public relations in the digital environment, as well as to connect public relations theoretical and methodological frameworks in this context. In addition, it seeks to develop the ability to select the theoretical and methodological framework that best serves the student's objectives in the field of public relations in the digital environment.	Compulsory	3
PRCC705	Theoretical and Methodological Trends in Digital Corporate Communications (Advanced)	The general objectives of the course are to differentiate between the uses of theoretical and methodological frameworks for corporate communication in traditional and digital environments, and to apply theoretical frameworks for corporate communication in various web spaces. The course also aims to enable students to understand the methodological approaches and tools used for studying corporate	Compulsory	3

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		communication in the digital environment.		
PRCC706	Strategic Management of Issues and Crises in Public Relations and Corporate Communications	The general objectives of the course are to understand the theoretical and methodological approaches in issue and crisis management research, and to discuss modern areas and trends in strategic issue and crisis management. The course also aims to enable students to employ various communication strategies for strategic issue and crisis management, as well as to develop the ability to strategically manage issues and crises effectively.	Compulsory	3
PRCC707	Public Relations and Corporate Identity Building	The general objectives of the course are to acquire the cognitive skills specific to public relations research in building corporate identity, and to discuss modern trends in public relations and corporate identity. The course also aims to compare the discourse surrounding corporate identity with its practical application, as well as to learn how to systematically measure corporate identity. In addition, it seeks to enable students to identify modern areas and applications in building and managing corporate identity.	Elective	3
PRCC708	Marketing Public Relations	The general objectives of the course are to understand the concept of marketing public relations and its role in supporting brand communication, as well as to focus on the impact of marketing public relations in creating a positive brand image and reputation. The course also aims to enable students to evaluate marketing public relations practices in achieving desired marketing objectives, such as building and increasing brand awareness and knowledge, establishing long-term customer relationships, supporting brand credibility, and managing brand reputation.	Elective	3
PRCC709	Public Relations and Impression Management in the Environment	The general objectives of the course are to differentiate between impression management and other related concepts, and to understand impression management strategies in both traditional and digital environments. The course also aims to enable students to	Elective	3

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		choose a research topic in impression management, including its approaches, measurement, strategies, and tactics, as well as to understand the impact of impression management on customer behavior.		
PRCC710	Public Relations and Customer Relationship Management	The general objectives of the course are to acquire the cognitive skills related to customer relationship management (CRM) models and the dimensions of CRM quality, and to understand the theoretical approaches to CRM and discuss strategies for building interactive relationships with customers. The course also aims to enable students to demonstrate the outputs of quality CRM, as well as to identify the components and operational mechanisms of technological CRM systems.	Elective	3
PRCC711	Reputation Management in the Digital Environment	The general objectives of the course are to understand the concept of reputation management in the digital environment and to identify its key strategies. The course also aims to emphasize the importance of high-quality administrative and communicative practices in managing reputation, as well as to determine the significance of an organization's reputation in terms of the trust placed in it by its stakeholders. In addition, it seeks to enable students to understand the impact of the competitive business environment on an organization's reputation.	Elective	3
PRCC712	The Ecology of Public Relations in International Organizations	The general objectives of the course are to understand the term "ecology of public relations" in international organizations and to focus on the different types of international organizations, both for-profit and non-profit. The course also aims to enable students to recognize the concepts of sustainable development and citizenship and the role of public relations in supporting them, as well as to identify the importance and priorities of interest groups within the international organizational environment. In addition, it seeks to develop an understanding of the importance of techniques and the concept of corporate diplomacy in the international environment.	Elective	3

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PRCC713	The Ecology of Corporate Communications in International Organizations	The general objectives of the course are to understand the concept of new media ecology in international organizations and to identify institutional processes within these organizations. The course also aims to analyze the importance of strategic communication in supporting the identity of international organizations, as well as to recognize the importance and priorities of various stakeholder groups in the international organizational environment. In addition, it seeks to help students understand the impact of institutional changes on communication in international organizations.	Elective	3
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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