Name: DR. **Tarek Fatthallah Shebel Sultan**

Academic Department: **Public relations and Advertising**

Academic Degree: **Teacher**

**The title of the master’s thesis, the year and the entity it was obtained from:**

The Attitudes towards the advertisement in Egypt: Field study-1999-Faculty of Mass Communication. Cairo University.

**The title of the doctoral thesis, the year and the entity it was obtained from:**

Children Understanding and remembering of television advertising: An experimental study on a sample of Egyptian students from 7-11 years old - 2006 - Faculty of Mass Communication: Cairo University.

**Courses taught in the Bachelor program:**

Foundations of media production "1" writing for public relations and advertising

**The most important reference books issued by the faculty member to benefit from his scientific research (a maximum of five books):**

None.

**The five most recent academic researches that have been published:**

* Survey of Scientific Heritage in Crisis and Issues Management - Annual Scientific Conference of the Faculty of Mass Communication - Cairo University, sponsored by UNESCO - 2012.
* Survey of scientific heritage in the field of new media: The internet-the mobile phone-Annual Scientific Conference of the Faculty of Mass Communication - Cairo University, sponsored by UNESCO - 2012.
* Job satisfaction of workers at the University of Modern Sciences in the United Arab Emirates, Journal of Middle East Research issued by the Egyptian Association of Public Relations, 2016.

**The most recent five scientific theses (Master's and Ph.D.) that have been supervised:**

* Assistant supervision - Master's thesis entitled "The role of social networking sites and networks in influencing the attitudes of Egyptian youth towards the police force: Analytical field study ", 2019.
* Assistant Supervision - Master's Thesis entitled "The Role of Public Relations in Improving the Mental Image of Police Officers: Field study ", 2015. Assistant Supervision - Master's Thesis entitled "The Impact of Senior Management's Attitudes on the Performance of Public Relations: A comparative study applied to the energy sector - electricity, oil and gas, 2012.

**Other activities of the member of the academic staff in order to develop the educational process and serve students other than the teaching activity:**

* Coordinator of the faculty standard in the Quality Unit at the Faculty of Mass Communication.
* Participation in scientific seminars of the Department of Public Relations. Participation in various seminars, conferences and workshops.
* Academically responsible for the ranger activity of the Students' Union.
* Preparing appropriate descriptions of the courses being taught, as well as some other courses from the reality of academic practice.
* Scientific arbitration of many scientific forms for master's and doctoral theses.

**The most important leading positions that have been held:**

Head of the Department of Public Relations - College of Media and Mass Communication - University of Modern Sciences in the United Arab Emirates (9/2013 - 1/2018)

**The most important local and international awards obtained, the year when awarded and the entity awarded them:**

Best Faculty Member Award - College of Media, Communication and Mass Communication - University of Modern Sciences - United Arab Emirates, 2016.

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