

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي
Syrian Virtual University		الجامعة الافتراضية السورية

Course Description: Public Relations Management

1- Basic Information:

Course Name	Public Relations Management
Course ID	BMK609
Contact Hours (Registered Sessions)	24
Contact Hours (Synchronized Sessions)	24
Mid Term Exam	-
Exam	75 min
Registered Sessions Work Load	48
Synchronized Session Work Load	18
Credit Hours	5
Course Level	6

2- Pre-Requisites:

Course	ID
Integrated Marketing Communications	BMK607

3- Course General Objectives:

The course aims to provide students with knowledge of public relations topics, theories, research, planning, implementation and evaluation.

The course discusses the relationships with traditional and social media, establishing internal communication events, community programs, public relations management in crises, consumer and business-to-business relationships, investors relations, integrated marketing communications, sponsorship activities, corporate communications, the relationship with celebrities, the relationships with government agencies, non-governmental organizations and pressure groups.

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4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	A student classifies public relations activities and target audiences.
ILO2	A student describes public relations research, plans, conditions for implementation and evaluation.
ILO3	A student debates and explains the relationships with traditional and social media.
ILO4	A student discusses internal communication, community activities, dealing with crises, relationships with investors, consumers and business-to-business sector.
ILO5	A student infers the contribution of public relations to integrated marketing communication, sponsorship activities, corporate communication, and discusses relationships with celebrities.
ILO6	A student argues the public affairs, the relationships with government, non-governmental organizations, and pressure groups.

5- Course Syllabus (24 hours of total Recorded Sessions , 24 hours of total synchronized sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	<ul style="list-style-type: none"> • Introduction to public relations • Public relations theories 	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The course homework is a practical case study, and the objective will be helping the student to apply the concepts correctly
ILO2	<ul style="list-style-type: none"> • Public relations research and strategic planning • Public relations programmes management and evaluation 	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The course homework is a practical case study, and the objective will be helping the student to apply the concepts correctly
ILO3	<ul style="list-style-type: none"> • The Media 	4	4	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The course homework is a practical case study, and the objective will be helping the student to apply the concepts correctly
ILO4	<ul style="list-style-type: none"> • Internal communication • Managing Community programs 	10	10	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments	The course homework is a practical case study, and

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	<ul style="list-style-type: none"> • Crisis public relations management • Investor relations • Consumer and business-to-business public relations 			<input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	the objective will be helping the student to apply the concepts correctly
ILO5	<ul style="list-style-type: none"> • Integrated marketing communications • Corporate communication Sponsorship, and Celebrities 	4	4	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The course homework is a practical case study, and the objective will be helping the student to apply the concepts correctly
ILO6	<ul style="list-style-type: none"> • Government, non-government organizations, and pressure groups relations 	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The course homework is a practical case study, and the objective will be helping the student to apply the concepts correctly

6- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Work		

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	A student classifies public relations activities and target audiences.	A student compares public relations programs by audience and goal.	✓		✓		
ILO2	A student describes public relations research, plans, conditions for implementation and evaluation.	A student infers public relations research methods, program planning and evaluation.	✓		✓		
ILO3	A student debates and explains the relationship with traditional and social media.	A student can explain the PR man's investment to traditional, new and social media.	✓		✓		

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ILO4	A student discusses internal communication, community programmes, dealing with crises, relationships with investors, consumers and business-to-business customers.	A student uses his acquired knowledge to define the management practices of internal communication, crisis communication, community programmes, relationships with investors, consumers, and business-to-business.	✓		✓		
ILO5	A student infers the contribution of public relations to integrated marketing communication, corporate communication, sponsorship activities, and discusses relationships with celebrities.	A student discusses with the professor the role of public relations in integrated marketing communications, corporate communications and sponsorship programs, argues and compares marketing communication activities with pure PR.	✓		✓		
ILO6	A Student argues the public affairs, the relationships with government, non-governmental organizations, and pressure groups.	A student discusses relations with governmental and non-governmental actors, and participation in pressure groups.	✓		✓		

7- Practice Tools:

Tool Name	Description

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8- Main References

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- 2- LATTIMORE, Dan, BASKIN, Otis, HEIMAN, T. Suzette, and TOTH, L. Elizabeth (2012), *Public Relations, Profession & Practice*, Fourth Edition, McGraw Hill.
- 3- PICKTON, David, and BRODERICK, Amanda (2005), *Integrated Marketing Communication*, Second Edition, Prentice Hall.
- 4- QUESENBERRY, A. Keith (2019), *Social Media Strategy, Marketing, Advertising and Public Relations in The Consumer Revolution*, Second Edition, Rowman & Littlefield.
- 5- STOQUART, Jacques (1991), *Le Marketing Evènementiel*, Les Editions d'organisation.
- 8- TENCH, Ralph, and YEOMANS, Liz (2017), *Exploring Public Relations, Global Strategic Communication*, Fourth Edition, Pearson Education.
- 9- WALKER, Robyn (2011), *Strategic Management Communication for Leaders*, Second Edition, South-Western Cengage Learning.

10-Additional References

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- 2- كنجو، كنجو، واليوسفي، أحمد (2010)، *إدارة العلاقات العامة، مديرية الكتب والمطبوعات الجامعية*، منشورات جامعة حلب، مركز التعليم المفتوح، الإدارة والمحاسبة في المشروعات الصغيرة والمتوسطة.
- 3- مرماني، دافيد (2010)، *الأساليب الحديثة في التسويق والعلاقات العامة، كيف تستخدم النشرات الاخبارية، المدونات، البث الصوتي، والتسويق المتسلسل والإعلام الشبكي للوصول إلى المشتري مباشرة*، ترجمة وإعداد محمد كردي، شعاع للنشر والعلوم.
- 4- [KOTLER, Philip, and KELLER, Kevin Lane \(2016\), *Marketing Management*, Sixteenth Edition, Prentice Hall.](#)

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