

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 Campaign

- **Basic Information:**

Course Name	Public Relations Campaign
Course ID	PRC768
Contact Hours (Registered Sessions)	14
Contact Hours (Synchronized Sessions)	14
Midterm Exam	-
Exam	75 min
Registered Sessions Workload	14
Synchronized Session Workload	14
Credit Hours	28

- **Pre-Requisites:**

Course	ID
None	-

- **Course General Objectives:**

The course aims to provide an integrated vision of the planning process of the public relations campaign, starting with the initial phases of planning and general structure, and defining the stages of the preparation, implementation and follow-up to determine the criteria for evaluating the extent to which the objectives have been achieved, And study their effects on the target audience, organization and society.

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- **Intended Learning Outcomes (ILO):**

Code	Intended Learning Outcomes
ILO1	Understand the concept of public relations and related issues
ILO2	Understand the planning stages in public relations
ILO3	Know the planning stages of public relations programs
ILO4	Understanding strategic planning models in public relations campaigns and programs
ILO5	Identify the procedural stage of preparing a PR campaign
ILO6	Identify the procedural stage of implementing PR campaign
ILO7	Understand the procedural stage of the PR campaign evaluation stage
ILO8	identify the procedural stage to follow up and evaluate the PR campaign
ILO9	Understanding communication strategies in public relations campaigns

- **Course Syllabus** (28 hours of total synchronized sessions; 28 hours of total Recorded Sessions)

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

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	Chapter 1: Public Relations Programs			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments	

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				<input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO2	Chapter Two: Planning in Public Relations			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO3	Chapter 3: Planning Public Relations Programs			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO4	Chapter 4: Models of strategic planning in public relations campaigns and programs Chapter 5: Strategic Planning for Public Relations Campaigns			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO5	Chapter 6: The procedural stage for preparing a public relations campaign			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input checked="" type="checkbox"/> Others	
ILO6	chapter 7: Identification of the procedural stage for the implementation of public relations campaign (1) Chapter 8: Identification of the			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices	

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	procedural stage for the preparation of public relations campaign (2)			<input type="checkbox"/> Others rs	
ILO7	Chapter 9: The procedural stage of the public relations campaign evaluation stage			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO8	Chapter 10: The procedural stage to follow up and evaluate the public relations campaign			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO9	chapter 11: Communication strategies in public relations campaigns			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	

• **Assessment Criteria (Related to ILOs)**

ISC		Ex	Exams	Rpt	Reports
PF2F		PW			

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	Public Relations Programs		X	X	X		X

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<b>ILO2</b>	Planning in public relations		X	X	X		X
<b>ILO3</b>	Planning public relations programs		X	X	X		X
<b>ILO4</b>	Strategic planning models in campaigns and public relations programs		X	X	X		X
<b>ILO5</b>	Strategic planning for public relations campaigns		X	X	X		X
<b>ILO6</b>	The procedural stage for preparing a PR campaign		X	X	X		X
<b>ILO7</b>	The procedural stage for implementing the PR campaign		X	X	X		X
<b>ILO8</b>	The procedural stage of the public relations campaign evaluation stage		X	X	X		X
<b>ILO9</b>	The procedural stage to follow up and evaluate the public relations campaign		X	X	X		X
<b>ILO10</b>	Communication strategies in public relations campaigns		X	X	X		X

### 7-Practice Tools:

Tool Name	Description

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## 8-Main References

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## 9-Additional References

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