

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: Editing Public Relations Material

- **Basic Information:**

Course Name	Editing Public Relations Material
Course ID	EPRM767
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	

- **Pre-Requisites:**

Course	ID
Public Relations - Principles and Management	PR13

- **Course General Objectives:**

- Provide the student with theoretical and practical information about the art of writing for public relations, by following the correct standards of writing.
- Identify public relations materials, and prepare them in form and content.

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

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

Code	Intended Learning Outcomes
ILO1	General introduction to the topic of public relations, its functions and basic objectives
ILO2	Learn PR writing skills
ILO3	Learn PR materials
ILO4	Disclosure of the methods of editing public relations materials
ILO5	Acquire artistic and creative skills to prepare public relations materials

- **Course Syllabus** (14 hours of total synchronized sessions; 14 hours of total Recorded Sessions)

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

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	The concept of public relations, its functions and objectives, communication and programs methods	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO\	The concept of private events in public relation,	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments	

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

	objectives, and how to plan them			<input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO٢	Rules and steps of public relations writing, tools and language of the PR writer	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO٣	The means of communication produced by the Department of Public Relations	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO٥-٤	Press release, specifications, style of writing, and different types	1	1	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
٥-٤ILO	Writing for electronic publishing, importance, standards, and presentations	2	2	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO٥-٤	Writing for press conferences, editing questions with their various categories	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices	

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

				<input type="checkbox"/> Others	
ILO٥-٤	Writing media bags to the media	1	1	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input 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	General introduction to the topic of public relations, its functions and basic objectives	Remember- understand	<input type="checkbox"/>				
ILO2	Learn PR writing skills	apply	<input type="checkbox"/>				
ILO3	Learn PR materials	Remember- understand	<input type="checkbox"/>				
ILO4	Disclosure of the methods of editing public relations materials	Apply- creat	<input type="checkbox"/>				
ILO5	Acquire artistic and creative skills to prepare public relations materials	Apply- creat	<input type="checkbox"/>				

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

8-Main References

<p>The PR writing bases the shape and style</p> <p>Management and planning of public relations</p> <p>PR Writing</p> <p>The art of editing for advertising and public relations</p>

9-Additional References

--