School	School of Arts & Science
Major	Public Relations

Core Requirements			
Code	Title	Credits	Description
GDES270	Design Software I	3	Design Software I
COMM400	Media Management	3	The course offers the students the opportunity to get acquainted with the business of media. It allows them to explore the uniqueness of information as a product, shedding the light on two perspective models, namely the market one and that of the public sphere. While the market aims at profits and the public sphere is concerned with public interest, facts, theories and articles related to these issues, are communicated to the students. The objective is to induce them towards a global comprehension of the media industry on the one hand, and on the other, towards an analysis of the media sphere as it presents itself today in their everyday lives, and of the various messages that it conveys.
COMM225	Workshop	3	Workshop
ARTS350	Photography	3	Introducing students to the use of photography as a helpful tool for Graphic & Interior Design, the use of the camera, angles, lenses, (hardware). Students will learn terms and theory, film developing, printing, enlarging, composition, and pictorial techniques as forms of visual communication along with the demonstration of historic houses, Ruins, aged / young people, natural views and contemporary applications, from black & white to colored photos.
COMM200	Introduction to Communication Studies	3	This course introduces the students to the general idea of Communication theory and application. The course will involve multidimensional issues of student preparation to other courses in Communication, through this course the student will have the chance to figure out the field of study he/she wants to focus on. Prerequisite(s): ENGL 150
COMM220	Rhetoric & Persuasion	3	The following course will teach students how to write a speech, and perform public speaking. Through the course, the students will learn how to influence an audience through words, and the history of rhetoric through the ancient eyes of the Greeks and the Romans will be fully covered. Co-requisite(s): COMM 200
COMM285	Theories of Perception	3	Theories of Perception

COMM265	Performance Theory & Practice	3	Students will be introduced to performance theory and in its application along the social norms. Students will learn strategies that would enhance their work performance in a very competent way. Through this course students will be introduced to how to use the language appropriately to avoid biased words, phrases and actions. The course will introduce the students to stereotypes based on gender, race, ethnic group, age, sexual orientation, or disability. Prerequisite(s): COMM 200
ADVR300	Advertising Theory & Practice	3	Basic understanding of advertising and the operation of its system. Emphasis on personal and professional development in the field of advertising. Examination and application of basic principles and techniques of advertising writing. Focus on advertising media, managers, strategies, creative planning execution and social effects. Prerequisite(s): COMM 200
COMM320	Radio-TV Announcing	3	Radio-TV Announcing
COMM300	Media Laws & Ethics	3	Survey of media law emphasizing regulations as it pertains to television, radio, and print press. News as a distinct form of mass communication, involving social functions and significant questions about facts, truth, knowledge, and values. Prerequisite(s): COMM 200
COMM330	Media Planning & Audience Analysis	3	Media Planning & Audience Analysis
COMM310	Research Methods in Communication Arts	3	The course is aimed at teaching students how to conduct a research in communication arts, how to ask questions and find answers for them through systematic procedures from a Social Science perspective on Communication. By the end of this course students should become acquainted with setting a Hypothesis or a theory, setting the objectives of a research, how to conduct a library research to survey bibliography relevant to the research, become familiar with Quantitative and Qualitative Methods, their advantages and shortcomings, and how they complement each others, and finally how to write a research based on the data collected through research.
COMM205	Introduction to Western Civilization	3	Introduction to Western Civilization
PREL300	Public Relations Principles & Concepts	3	Communicative, persuasive and social functions, focus on PR and Advertising messages, Strategies, creative planning, execution and social effects. Prerequisite(s): PREL 200.

Major Requirements			
Code	Title	Credits	Description
PREL375	Specialized Writing in Public Relations	3	Public Relations writing for science, technology, health, medicine, corporate finance, educational policy, law and government in broadcast and technical media, as well as newspapers, magazines, proposals, speeches and correspondence.
PREL450	Public Relations Workshop	3	This course provides an opportunity for students to work as practitioners of Public Relations within the content of a simulated professional work environment. The course also starts with revising some key concepts related to the Public relations practice, such as image, identity, impression management, public opinion and public communication.
PREL380	Communication Tools in Public Relations	3	Communication Tools in Public Relations
PREL415	Public Relations and Marketing	3	The course discusses communicative, persuasive and social functions. It focuses on public relations and advertising messages, strategies, creative planning, execution and social effects.
PREL360	Public Relations Practice & Analysis	3	Principles and theory of public relations management and organization. Relationships with various groups and clienteles. Mass media, employees, and consumers. Prerequisite(s): COMM 200
PREL405	Public Relations Event management	3	Public Relations Event management
PREL430	Public Relations Campaign	3	Advanced student's understanding of the public relation process by assigning students the task of planning, carrying out, and evaluation on public relation campaign. Prerequisite(s): PREL 360
PREL445	Critical Inquiry & Public Relations	3	An overview of the methodology in critical inquiry. Students will as well be introduced to various researchers and researches done using the proceeding methodology such as Edward Said, Dwight Conqueer good & various others. Students will learn how to think critically in order to establish change & development in their public relations arena of work. Prerequisite(s): PREL 360
PREL455	Public Speaking	3	A practical course in taking on the task of persuading the masses, through the presentation of multiple, oriented and successful delivery of speeches. An emphasis on the language, and addressing codes and symbols of communication. Prerequisite(s): PREL 360
PREL495	Senior Study in Public Relations	3	Students will gain a complete comprehension and display of a public relations campaign. Prerequisite(s): Senior Standing

General Education Requirements			
Code	Title	Credits	Description
ENGL251	Communication Skills	3	The objectives of this course are to improve students' writing skills for academic purposes by developing effective use of grammatical structures; analytical and critical reading skills; a sensitivity to rhetorical situation, style, and level of diction in academic reading and writing; and competence in using various methods of organization used in formal writing.
ENGL201	Composition and Research Skills	3	This course focuses on the development of writing skills appropriate to specific academic and professional purposes; the analysis and practice of various methods of organization and rhetorical patterns used in formal expository and persuasive writing; the refinement of critical reading strategies and library research techniques; and the completion of an academically acceptable library research paper. Prerequisites: ENGL150, ENGL151.
CULT200	Introduction to Arab - Islamic Civilization	3	The purpose of this course is to acquaint students with the history and achievements of the Islamic civilization. Themes will include patterns of the political and spiritual leadership; cultural, artistic, and intellectual accomplishments Prerequisites: ENGL051, ENGL101, ENGL151.
CSCI200	Introduction to Computers	3	The course aims at making students competent in computer-related skills. It is supposed to develop basic computer knowledge by providing an overview of the computer hardware and basic components as well as hands-on practice on common software applications such as Word, Excel, Power Point, Internet and Email. The student will learn how to use the new features of Microsoft Office 2010 mainly Word documents, Excel spreadsheets and PowerPoint presentations. On the surface, MS Office 2010 looks a lot different than previous versions (no more menus or toolbars!), but by learning to understand the dramatically changed, Ribbon-based interface, you'll quickly get back on the road to productivity.
ARAB200	Arabic Language and Literature	3	This course is a comprehensive review of Arabic Grammar, Syntax, major literature and poetry styles, formal and business letters.