



Public Relations (PREL)

First Year

Fall Semester

Code	Title	Credits	Prerequisites	Corequisites
CSCI200	Introduction to Computers	3	ENGL051	
ENGL201	Composition and Research Skills	3	ENGL151	
COMM225	Workshop	3	ENGL151	
ARAB200	Arabic Language and Literature	3		
COMM200	Introduction to Communication Studies	3	ENGL151	
COMM220	Rhetoric & Persuasion	3	ENGL151	
Total		18		

Spring Semester

Code	Title	Credits	Prerequisites	Corequisites
COMM285	Theories of Perception	3	ENGL151-COMM200	
COMM265	Performance Theory & Practice	3	COMM200	
PREL300	Public Relations Principles & Concepts	3	COMM200	
	Major Elective	3		
GDES270	Design Software I	3	CSCI200	
ENGL251	Communication Skills	3	ENGL201	
Total		18		

Second Year

Fall Semester

Code	Title	Credits	Prerequisites	Corequisites
COMM310	Research Methods in Communication Arts	3	COMM285	
COMM205	Introduction to Western Civilization	3	ENGL151-COMM200	
COMM320	Radio-TV Announcing	3	COMM200-ARAB200	
ADVR300	Advertising Theory & Practice	3	COMM285-BMKT300	
PREL360	Public Relations Practice & Analysis	3	PREL300	
PREL375	Specialized Writing in Public Relations	3	PREL300	
Total		18		

Spring Semester

Code	Title	Credits	Prerequisites	Corequisites
PREL405	Public Relations Event management	3	PREL360	
PREL455	Public Speaking	3	PREL300	
COMM330	Media Planning & Audience Analysis	3	COMM285	
COMM300	Media Laws & Ethics	3	COMM285	
	Major Elective	3		
COMM400	Media Management	3	COMM285-COMM330	
Total		18		

Third Year

Fall Semester

Code	Title	Credits	Prerequisites	Corequisites
PREL415	Public Relations and Marketing	3	PREL360	

PREL 445	Critical Inquiry & Public Relations	3	PREL 360	
PREL380	Communication Tools in Public Relations	3	PREL360	
	Major Elective	3		
CULT200	Introduction to Arab - Islamic Civilization	3		
	General Education Electives	3		
Total		18		

Spring Semester

Code	Title	Credits	Prerequisites	Corequisites
PREL450	Public Relations Workshop	3	PREL360-PREL375	
	Major Elective	3		
PREL430	Public Relations Campaign	3	PREL360	
	General Education Electives	3		
ARTS350	Photography	3	ENGL151	
PREL495	Senior Study in Public Relations	3	PREL430-PREL415	
Total		18		

Major Elective Courses

Code	Title	Credits	Prerequisites	Corequisites
ADVR348	Advertising Pitching	3	ENGL051	
ADVR350	Advertising Copywriting	3	ENGL151	
ADVR370	Psychology of Advertising	3	ENGL151	
ADVR390	Branding and Corporate Identity	3		
ADVR400	Global Advertising	3	ENGL151	
ADVR410	Advertising & Sales Promotion	3	ENGL151	
ADVR460	Advertising Creativity	3	ENGL151-COMM200	
ADVR485	Advertising Campaign Design	3	COMM200	
ARTS200	Foundation Drawing I	3	COMM200	
ARTS205	Geometry for the Studio	3		
ARTS210	Color Theory - Painting	3	CSCI200	
ARTS250	Foundation Drawing II	3	ENGL201	
ARTS260	Design Fundamentals - 2D	3	COMM285	
ARTS270	Design Fundamentals - 3D	3	ENGL151-COMM200	
ARTS280	History of Ancient Art	3	COMM200-ARAB200	
ARTS320	Rendering and Perspective Techniques	3	COMM285-BMKT300	
ARTS330	History of Modern Art	3	PREL300	
BMKT300	Marketing Theory and Principles	3	PREL300	
COMM325	Animation Software	3	PREL360	
JORN200	News Writing & Reporting	3	PREL300	
JORN285	Travel Journalism	3	COMM285	
JORN370	Arabic News Writing & Reporting	3	COMM285	
JORN375	Journalism Workshop	3		
JORN380	Web Journalism	3	COMM285-COMM330	
JORN385	Citizen Journalism	3	PREL360	
JORN400	Newspaper & Magazine Writing & Production	3	PREL360	
JORN440	Reporting of Public Affairs	3	PREL360	
PREL390	Public Relations & Advertising	3		
PREL432	Social Media in Public Relations	3		
PREL480	Public affairs and Public Relations	3		
RATV230	Radio-TV Workshop II	3	PREL360-PREL375	
RATV315	Television Production	3		

RATV316	Mobile Media	3	PREL360	
RATV370	Writing for Radio and TV	3		
RATV425	TV Directing	3	ENGL151	
RATV430	Radio Production	3	PREL430-PREL415	
RATV435	Radio-TV News	3		
RTVF340	Script Writing	3		
RTVF400	Talk Show	3		
RTVF410	Art of Film	3		
RTVF425	Documentary Making	3		
RTVF440	Music Production	3		
RTVF494	Video Production and Post Production	3		