



College of Mass Communication
Master of Public Relations and Corporate Communication

Course Descriptions:
Foundation Courses:

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| Course Title: Introduction to Public Relations and Corporate Communication |
| Course Type: Foundation course (Required for students who do not hold a degree in mass communication) |
| Pre-Requisites: None |
| Course Code: PCC501 |
| Credit Hours: (3 Theory = 0 credit) |
| Course Description: |
| This course is designed to introduce Public Relations in terms of concept, history, functions, and methods of work. It also discusses issues related to its masses, activities in all fields, its role, and the means of developing it. Besides, it deals with Corporate Communication within business organizations in terms of concepts, basic processes, objectives, and integration of internal and external Corporate Communication, electronic Corporate Communication and management systems applications. It also covers the patterns of administrative leadership, the effective communicative style, the conflict communication management and the use of conflict resolution strategies in contemporary institutions. |

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| Course Title: Planning of Communication & Advertising Campaigns |
| Course Type: Foundation course (Required for students who do not hold a degree in mass communication) |
| Pre-Requisites: None |
| Course Code: PCC502 |
| Credit Hours: (3 Theory = 0 credit) |
| Course Description: |
| This course aims to train students on the principles and skills of creative communication & advertising campaign planning and management. It examines campaign strategies and tools, media planning, integrating communication theory, audience research and creative aesthetics into the design, execution, and evaluation of communication campaign programs. It provides students with the knowledge necessary to plan and manage such campaigns. |

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| Course Title: Writing for Public Relations & Advertising |
| Course Type: Foundation Course (Required for students who do not hold a degree in mass communication) |
| Pre-Requisites: None |
| Course Code: PCC503 |
| Credit Hours: (2 hrs.Theory & 2 hrs. Practical = 0 credit) |
| Course Description: |
| The purpose of this course is to develop students writing and editing skills necessary to succeed in a public relations career. This course covers the concept of writing for public relations and its importance and forms. It also covers the skills of public relations copywriters, and how to equip students with the required skills in order to prepare them to write for public relations in various media. Students will generate public relations materials in a variety of formats, including fact sheets, news releases, brochures, blogs, position papers and others for an existing business or organization in the community. |

Core Courses:

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| Course Title: Ethics of Public Relations |
| Course Type: Core course (required). |
| Pre-Requisites: None |
| Course Code: PCC514 |
| Credit Hours: 3 hours. |
| Course Description: This course addresses theoretic and practical issues and challenges that illustrate the broad scope and complexity of responsible advocacy in 21st-century public relations, and discusses many Ethical questions and dilemmas that inherent to the public relations professionalism, in order to equip the practitioners in that field with ethical mandates , morals and values to ensure that they operate ethically. Therefore, the topics in that course give the students the knowledge about ethical accountability in organizational settings, and distinguish the differences between ethical and legal public relations practices, as well as the necessary principles , skills and tools to enable them to make the right decisions when dealing with different stakeholders, and to practice the critical thinking in their profession. |
| Course Title: Advanced Theories of Public Relations |
| Course Type: Core course (required). |
| Pre-Requisites: None |
| Course Code: PCC515 |
| Credit Hours: 3 hours. |
| Course Description: This course focuses on the theories of public relations and communication, in order to prepare students for best equipped to make sense of all aspects and approaches of the field because theories help students to know more about what happened around them, and shape their judgments about relationships, circumstances, and decisions. |
| Course Title: Strategic Communication Planning |
| Course Type: Core Course (Required) |
| Pre-Requisites: None |
| Course Code: PCC516 |
| Credit Hours: 3 hours. |
| Course Description: This course combines both theoretical knowledge of fundamental theories, concepts, and applications of strategic communication and an overview of practices in communication management: research design, planning, implementation, and evaluation. The course helps students to develop their capacity to think strategically and personally stretching intellectual challenge. In this course, students will investigate issues that challenge contemporary organizations by analyzing case studies, conducting research, and designing possible solutions. |
| Course Title: Public Relations Research |
| Course Type: Core Course (Required) |
| Pre-Requisites: Advanced Theories of Public Relations (PCC515) |
| Course Code: PCC517 |
| Credit Hours: 3 hours (2 hrs. Theory + 2 hrs. Practical). |
| Course Description: |

This course imparts scientific and managerial approaches to the uses of a wide range of research methods in Public Relations & Corporate Communication researches. In addition, it provides students with the knowledge, and comprehension in order to understand why researches are essential in practice, and how they could apply different types of researches (qualitative and quantitative), and get benefits from its findings; to develop and improve the practice in this field. Therefore, through assignments and class discussions, students will be trained on the best way to define the research problem, specify its idea and title, review literature, design a study plan. Moreover, they will design and apply the data collection tools, analyze the research data using the E- Statistical software, write the findings and recommendations, and present it through a scientific poster and presentation in a seminar.

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| Course Title: Technology in Scientific Research |
| Course Type: Core Course (Required) |
| Pre-Requisites: Public Relations Research (PCC517) |
| Course Code: PCC618 |
| Credit Hours: 3 hours (2 hrs. Theory & 2 hrs. Practical) |
| Course Description: |
| This course focuses on the implementation of new technologies in Public Relations & Corporate Communications scientific researches. Students will gain a detailed understanding of how they could collect and analyses primary data for the purpose of the decision making and problem-solving. Moreover, they will be motivated to write, design, analyze, and present their research data, and findings using the appropriate technology and software. In addition, they will develop their research and communicational skills through class activities, practical sessions, seminars, and E-publishing in online Journals, to submit their own researches. |

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| Course Title: Thesis |
| Course Type: Core Course (Required) |
| Pre-Requisites: should finish 27 cr. hrs. |
| Course Code: PCC619 |
| Credit Hours: 6 hours Practical |
| Course Description: |
| This course will be the final course in the PRCC master program; therefore, no one can take this capstone course unless he/ she finished 27 hrs. of the total hours of the program. The purpose of the course is to complete a capstone project in the field of Public relations and corporate communications, under the supervision of a committee of advisors, using a wide range of research methods and techniques. Students should apply their scientific researches in one of the Emiratis' organizations in UAE, in order to solve its organizational problems, and after finishing their thesis, they must participate in scientific seminars held in university, in order to strengthen their communication and presentation skills. |

Elective Courses:

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| Course Title: Strategic Integrated Marketing Communications |
| Course Type: Elective Course |
| Pre-Requisites: None |
| Course Code: PCC520 |
| Credit Hours: 3 hours (2 hrs.Theory & 2 hrs. Practical) |
| Course Description: |

This course will provide an overview of the components and considerations involved in marketing communication strategy decisions. Students will emerge with a practical perspective on today's definition of integrated marketing communications (IMC), enabling them to apply IMC concepts to any industry, market sector, company or organization. It will focus on the knowledge base that will allow students to research and evaluate a company's marketing and promotional situation, and use this information in developing effective marketing communication strategies and programs.

Course Title: Digital Public Relations

Course Type: Elective Course

Pre-Requisites: None

Course Code: PCC521

Credit Hours: 3 hours (Theory)

Course Description:

The course is designed to establish both theoretical and practical background of how digital and social media tools are using in the field of public relations. This course will introduce students to the new tools and techniques of digital PR. Strong practical will encourage hands-on participation, and students will gain an increased knowledge of practical applications for a successful digital PR strategy.

Course Title: Corporate Reputation Management

Course Type: Elective Course

Pre-Requisites: None

Course Code: PCC522

Credit Hours: 3 hours (Theory)

Course Description:

Reputation management is the cornerstone to any successful public relations or communications strategy, according to that; this course will examine the process of building, enhancing and managing an organization's reputation. It will explore how organizations plan their reputation management efforts, through proactive and reactive programs and creating sustainable stakeholder relationships. In this course, students will gain awareness of the ingredients that constitute a reputation, the ways in which it can be measured, and gain practical experience with real-world case studies.

Course Title: Media Relations

Course Type: Elective Course

Pre-Requisites: None

Course Code: PCC523

Credit Hours: 3 hours.

Course Description:

This course is designed to facilitate a detailed understanding of the theory and practice of media relations; it provides students with a comprehensive understanding of the strategies, tools and techniques for developing successful media relationships, through a mix of readings, discussions and assignments. The course will provide student with the skills they need to successfully execute media relations activities in a variety of settings. They will leave this course knowing how to research reporters and outlets, build a media relations plan and messaging platform, identify and prepare spokespeople, manage crisis communications and employ social media to drive your messages.

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| Course Title: Crisis Communication Management |
| Course Type: Elective Course |
| Pre-Requisites: None |
| Course Code: PCC524 |
| Credit Hours: 3 hours (2 hrs. Theory & 2 hrs. Practical) |
| Course Description: |
| This course is intended to provide an understanding of the framework and tools necessary to develop the expertise and confidence to successfully handle communication responsibilities in a corporate crisis. It focuses on crisis communication management, emphasizing practical application of theories, strategies, and tactics from a public relations perspective. Student will analyze corporate/enterprise crises to understand and create communication strategies designed for best achievable outcomes. Case studies and participative exercises will be used. By the end of the course, students should have developed a deeper understanding of the range of crises facing organizations, an enhanced appreciation of communication tactics that can be brought to bear in such situations and a greater familiarity with the historical antecedents of current crises. |

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| Course Title: Corporate Communication Skills |
| Course Type: Elective Course |
| Pre-Requisites: None |
| Course Code: PCC525 |
| Credit Hours: 3 hours. |
| Course Description: |
| This course will examine dimensions of corporate communication styles, concepts, principles and tools of corporate communication and how these apply to effective communication through providing students with the theory and practice of problem-solving and successful oral and written communication on many levels including writing short memos and reports; speaking; conducting meetings; use of conferencing technology giving presentations, interpersonal dialogues, and using electronic media in business. Emphasis is on the development and improvement of communication skills needed for today's fast-paced to preparing students for Business Environments. |