

## International Public Relations Course Catalogue - 2022-2023

<b>College/ Institute</b>	<b>Erbil Technical Administrative College</b>	
<b>Department</b>	<b>Marketing and International Language</b>	
<b>Module Name</b>	<b>International Public Relations</b>	
<b>Module Code</b>	<b>IPR405</b>	
<b>Semester</b>	<b>Four</b>	
<b>Credits</b>	<b>5</b>	
<b>Module type</b>	<b>Prerequisite</b> <input type="checkbox"/> / <b>Core</b> <input type="checkbox"/> <b>Assist.</b> <input type="checkbox"/>	
<b>Weekly hours</b>	<b>3</b>	
<b>Weekly hours (Theory)</b>	<b>(3)hr Class</b>	<b>(45 )hr Workload</b>
<b>Weekly hours (Practical)</b>	<b>(0)hr Class</b>	<b>( 0 )hr Workload</b>
<b>Lecturer (Theory)</b>	<b>Assist. Prof. Dr. Abdullah Omar Yassen</b>	
<b>E-Mail&amp; Mobile NO.</b>	<b><a href="mailto:Abdullah.yassen@epu.edu.iq">Abdullah.yassen@epu.edu.iq</a>/ 07504680688</b>	
<b>Lecturer (Practical)</b>		
<b>E-Mail &amp; Mobile NO.</b>		

# Course Book

<p><b>Course Description</b></p>	<p>This module tends to familiarize students to Public Relations (PR) since it has become a crucial part in business life whether in public or private life or even in the media institutions. Without having an effective PR, no organization can work efficiently. One of the most important aspect of PR is informing the public through editorial coverage. This is achieved by continuously supplying relevant newsworthy information to the appropriate media. This news does not have to be what the client or employer wants to see in print. This publication is done either by personal contact or by press release.</p> <p>Students of the Technical Marketing and International Language Department and journalists need to study PR and to be familiar with the concepts, principles, and ethics of PR, since part of their job will be presenting an organization and its product in a favorable light of the public.</p>
<p><b>Course objectives</b></p>	<ol style="list-style-type: none"><li>1. Familiarize students with the concept of PR and its relevance to the media outlets.</li><li>2. Enable students to build on their knowledge on the origin of PR and its relation with marketing and advertising.</li><li>3. Equip students to be able to get the benefits of using PR services.</li><li>4. Familiarize students with the functions and strategies of PR.</li><li>5. Emphasize on increasing confidence, so that students feel able to actively participate in short conversations and discussions.</li><li>6. Develop mutual dialogue and interaction among the students in English language to enhance their prospect of employment once they graduate.</li></ol>

<p><b>Student's obligation</b></p>	<p>The attendance of students will have extra credit. The students are required not only to attend the classes but also to prepare for classes by submitting homework, participation during class and hand in report on time. Apart from main exams, the students time to time are tested and quizzed orally to show understanding and knowledge of the module. As part of their grades, the students must present seminar and write a report on a topic agreed by the lecture and the student. The lecturer encourages students to work as a team to enhance the teamwork skills.</p>
<p><b>Required Learning Materials</b></p>	<p>The lecturer will use various methods of teaching in order to help the students understand the module and engage in the debate. These methods include, class participation, group work, one to one questionnaire, presenting seminar and participating in oral tests. The lecturer will use white board, data show (PowerPoint) and videos in order the students not only read the topics theoretically but also visualize the module to understand and comprehend it better. Listening materials are provided across three CDs to introduce gradual and regular practice activities. This way helps the students to activate their language in a supported way. The lecturer will use various social media platforms to engage student in modern technology.</p>
<p><b>Assessment scheme</b></p>	<p>24% Mid Term 4% Quiz 32% Assignment (report, paper, homework, seminar...) 40% final Exam</p>
<p><b>Specific learning outcome:</b></p>	<p>At the completion of this module, students are expected to:</p> <ol style="list-style-type: none"> <li>1. Understand meaning of PR.</li> <li>2. Understand the importance of PR in the media.</li> <li>3. Know the origins of PR.</li> </ol>

	<ol style="list-style-type: none"> <li>4. Ability to get the benefits of using PR services.</li> <li>5. Know the relationship between PR, marketing and advertising.</li> <li>6. Know the functions and strategies of PR.</li> <li>7. Apply the concept of PR in persuasion propaganda and public opinion scenarios.</li> <li>8. Learn the English terminologies used in PR.</li> </ol>	
<b>Course References:</b>	<ol style="list-style-type: none"> <li>1. Nweke, O. F. F. Public Relations Practice: Concepts &amp; Strategies (Enugu: Hamson, 2001).</li> <li>2. Blythe J, Marketing Communication, chapter 6 (Prentice Hall, 1999).</li> <li>3. Nwocha, J. Effective Media Relations: Issues, Strategies and Dynamics (Lagos: Zoom lens 2005).</li> <li>4. Chile, C. T. Marketing Foundations for Advertising and Public Relations (Makurdi: Dinpet Media Group 2011).</li> <li>5. Edward L. Bernays, Public Relations (University of Oklahoma Press, Norman, 2013).</li> </ol>	
<b>Course topics (Theory)</b>	<b>Week</b>	<b>Learning Outcome</b>
□ Meaning of PR	one	
Origin of PR	one	
□ Objective of PR	two	
Traditional PR vs. Modern PR	two	
□ What are the differences between PR and Advertisement?	three	
The Evaluation of PR□	four	

Types of PR Tools and Techniques of PR	Five	
The Process of PR	six	
Types of PR	seven	
Q1. Why we study Public Relations and define the term?		4 Marks
Q2. Define the following terms.		4 Marks
Q3. What are the differences between Public Relation and Advertisement?		6 Marks
Q4. Fill in the following blanks.		9 Marks
1. The types of public relations are 1....., 2..... , and 3.....		
2. The possible Public Relation jobs gradates can apply are 1....., 2... .., and 3.....		
3. The process of Public Relations are: 1....., 2... .. and 3.....		
Q5. Name the tools and techniques of Public Relations and define them?		5 Marks
Q6. What are the seven objectives of Public Relations?		4 Marks
Q7. Who are the usual PR Clients?		3 Marks
Q8. Provide the meaning for the following PR Terminology.		7 Marks
Reputation	Promotion	
Marketing	Recommendation	
Employment	Press Release	
Stakeholders	Evaluation	
Government	Editorial	
Sponsorship	Benefit	
Organization	Profit	

## Extra notes:

This course aims to examine the student's focus' on the importance of PR to understand that PR is a great way to build on their marketing strategies and improve their online reputation and getting information about what PR involves. The module will familiarize students to the methods and strategies of PR which is sending the right messages to right places and people in order to build your brand reputation.

## External Evaluator

Dr. Abdullah Omar Yassen has covered all the main and required sections in the course book comprehensively. He has successfully presented the introduction to the course, significance, assessment, references, and learning outcomes of the course. He further clarified students' responsibilities and roles in the learning process. Dr. Yassen has explicitly explained what methods and techniques he is going to use during the teaching-learning process. The timetable of the course is well designed and many subjects are covered. Samples of exam questions are also introduced in a simple and understandable way. This course book is very well written.



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