

# Report of study plans

Academic year: 2016 Semester: First  
 College: Faculty of Language Studies Section: Media  
 Grade: Bachelors Specialization: Bachelor in Media- Public Relations Program  
 The number of: 129

Type of require: University Requirements/ Mandatory Hours: 18

Course:	Course Description	No. of Par	Credit hou	Equivalents	Prerequisite	Requirement	Relation
AR111	Arabic Communication Skills (I)	1	3				
AR112	Arabic Communication Skills (II)	1	3		AR111	Previous	-
EL097	English Orientation Programme (Level 1)	1	0	EL097R			
EL098	English Orientation Programme (Level 2)	1	0	EL098R	EL097	Concurrent	-
EL111	English Communication Skills (I)	1	3		EL099	Previous	-
EL112	English Communication Skills (II)	1	3		EL111	Previous	-
GR101	Self-Learning Skills	1	3				
TU170	Computing Essentials	1	3		EL099	Previous	-
EL099	English Orientation Programme (Level 3)	1	0	EL099R	EL098	Previous	-

Type of require: University Requirements/ Elective Hours: 3

Course:	Course Description	No. of Par	Credit hou	Equivalents	Prerequisite	Requirement	Relation
BE322/4	Entrepreneurship and Small Business Manage	1	4	BUS115			
CH101	Chinese for Beginners (I)	1	3				
CH102	Chinese for Beginners (II)	1	3		CH101	Previous	-
EL118	Reading	1	4		EL111	Previous	-
FR101	French for Beginners (I)	1	3				
FR102	French for Beginners (II)	1	3		FR101	Previous	-
GR111	Arab Islamic Civilization	1	3				
GR112	Issues and Problems of Development in the Ar	1	3				
GR115	Current International Issues and Problems	1	3				
GR131	History and Civilization of Egypt	1	3				
MC101	Mass Media Skills	1	3				
SL101	Spanish for Beginners (I)	1	3				
SL102	Spanish for Beginners (II)	1	3		SL101	Previous	-

Type of require: Mandatory Specialization Requirements Hours: 63

Course:	Course Description	No. of Par	Credit hou	Equivalents	Prerequisite	Requirement	Relation
PRA201	English Topic in Media	1	3		EL112	Previous	-
PRA202	Translation	1	3				
PRA204	Public Relation Management	1	3		MGN103	Previous	-

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Type of require: Mandatory Specialization Requirements Hours: 63

Course:	Course Description	No. of Par	Credit hou	Equivalents	Prerequisite	Requirement	Relation
PRA205	Advertising Management	1	3		MGN104	Previous	-
PRA206	Media Material Production 1	1	3				
PRA207	Media Training	1	3	PRA-207			
PRA301	Social Marketing	1	3		PRA203	Previous	-
PRA303	PR and Advertising Researches	1	3		MGN106	Previous	-
PRA304	Persuasion	1	3				
PRA305	Graphic Design	1	3				
PRA306	Advertising Production	1	3		PRA205	Previous	-
PRA307	Media Training	1	3	PRA-307	PRA207	Previous And Pass	-
PRA401	Organizational Communication	1	3				
PRA403	Applied PR	1	3		PRA206	Previous	-
PRA404	Advanced Graphic Design	1	3		PRA305	Previous	-
PRA405	Etiquettes and Protocol	1	3				
PRA406	Production of PR Material 2	1	3		PRA206	Previous	-
PRA407	Graduation Project	1	3	PRA-407	PRA307	Previous And Pass	-
PRA203	Marketing Communication	1	3		MGN104	Previous	And
					MGN103	Previous	And
PRA302	Promotion Activities	1	3				
PRA402	Management of Advertising Campaigns	1	3		PRA205	Previous	-

Type of require: Elective Specialization Requirements Hours: 12

Course:	Course Description	No. of Par	Credit hou	Equivalents	Prerequisite	Requirement	Relation
PRA308	Writing for PR	1	3				
PRA309	International Public Relations	1	3				
PRA311	Crisis Management	1	3				
PRA312	Personal Communication	1	3				
PRA408	Public Opinion	1	3				
PRA410	Advertising Design	1	3		PRA305	Previous	-
PRA310	Special Topic in PR	1	3				
PRA409	PR and Social Change	1	3				

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Type of require: Faculty Requirements/ Mandatory Hours: 18

Course:	Course Description	No. of Par	Credit hou	Equivalents	Prerequisite	Requirement	Relation
MGN101	Arabic Mass Media	1	3				
MGN102	Introduction to Broadcasting	1	3				
MGN103	Introduction to Public Relations	1	3				
MGN104	Introduction to Advertising	1	3				
MGN105	Computer for Communication	1	3				
MGN106	Research Methods	1	3				

Type of require: Faculty Requirements/ Electives Hours: 18

Course:	Course Description	No. of Par	Credit hou	Equivalents	Prerequisite	Requirement	Relation
MGN107	Communication Theories	1	3				
MGN108	Media Psychology	1	3				
MGN109	Media Sociology	1	3				
MGN110	Introduction to Politics	1	3				
MGN111	Introduction to Economics	1	3				
MGN112	Human Rights	1	3				
MGN113	Political Geography	1	3				
MGN114	Critical Thinking	1	3				
MGN115	Media laws and Ethics	1	3				
MGN116	Introduction to Journalism	1	3				
MGN117	Introduction to Cinema	1	3				