CU | جامعة المدينة عجمان
CITY UNIVERSITY AJMAN

STUDY PLAN REPORT

Program Name: Bachelor of Public Relations and Advertising

Program Major: Public Relations

Course Number	Course Name	Credit Hour	Prerequisite
Semester1			
COM 101	Communication Skills	3	
ENGA 101	English I	3	
COM 201	Introduction to Public Relations	3	
CIS 101	Computer Fundamentals	3	
SSSA 101	Study Skills	3	
ORN 111	Orientation	0	
Semester2			
SCI 101	Science and Life	3	
HUMA 101	Critical Thinking	3	
COM 102	Arabic Language for Media	3	
PSYA 101	Introduction to General Psychology	3	
COM 202	Introduction to Advertising	3	
Semester3			
COM 205	Introduction to Political Science	3	COM 101
COM 203	Digital Photography	3	CIS 101
ECOA 201	Principles of Economics	3	
ENGA 102	English II	3	ENGA 101
SOCA 101	Introduction to Sociology	3	
Semester4			
LAW 101	Introduction to Law	3	
COM 204	Television Production	3	COM 203
COM 206	Translation (E)	3	ENGA 102

Course Number	Course Name	Credit Hour	Prerequisite
STA 301	Applied Statistics	3	
ENV 303	Renewable Energy Sources	3	
HIS 210	History of Arab Gulf States	3	
UAE/A 201	UAE Studies (Arabic)	3	
PRS 301	Organizing and Managing Public Relations	3	COM 201
Semester5			
RES/ 201	Research Methods	3	STA 301
ENVA 201	Principles of Environmental Science	3	
PRE 306	Public Relations Ethics	3	COM 201
PRE 307	Integrated Marketing Communications	3	COM 201
PRE 308	Direct Marketing	3	COM 201
BUSA 204	Innovation and Entrepreneurship	3	
PRS 302	Writing for Public Relations	3	COM 201
ISLA 201	Islamic Culture (Arabic)	3	
Semester6			
PRS 303	Production of Media Materials for Public Relations	3	COM 204
PRS 304	Protocol and Etiquette	3	COM 201
COM 301	Social Networks and Virtual Reality	3	CIS 101
COM 302	Design Fundamentals	3	CIS 101,COM 202
COM 303	Graphic Art	3	CIS 101,COM 202
PRE 309	International Public Relations	3	COM 201
PRE 406	Social Marketing	3	COM 201
PRS 305	Online Public Relations (E)	3	COM 201
Semester7			
PRS 401	Public Relations Campaigns	3	PRS 302
PRS 402	Organizing Public Relations Events	3	COM 201
PRS 404	Field Training in Public Relations	3	

Course Number	Course Name	Credit Hour	Prerequisite
MGTA 101	Introduction to Business	3	
LAW-304	Regional and International Organizations	3	
COM 404	Information Society	3	COM 101
PRE 407	Organizations Reputation Management	3	COM 201
PRE 408	Art of Persuasion	3	COM 201
Semester8			
PRS 403	Public Relations and Crisis Management	3	PRS 301
PRE 409	Organizational Communication	3	COM 201
PRE 410	Marketing Research	3	RES/ 201,COM 201
COM 402	Artificial Intelligence	3	CIS 101
COM 403	Multimedia	3	COM 201,COM 202
COM 401	Public Opinion	3	COM 101
PRS 405	Graduation Project in Public Relations	3	RES/ 201,PRS 401