

Course Description Form

Course Name: **Extensional General Relations.**

1. Course Code: EXER447

2. Semester / Year: Second season,2023-2024.

3. Description Preparation Date: 01/02/2024

4. Available Attendance Forms: Blended learning (Theoretical and practical in-person)

5. Number of Credit Hours (Total) / Number of Units (Total) 5 hours

6. Course administrator's name (mention all, if more than one name)

Name: Anhar Mohammed Ali Hasan Email: anhar2007@uomosul.edu.iq

Amera Hassain Younis Email : amerayounis7@uomosul.edu.iq

7. Course Objectives

Course Objectives

Objectives of the theoretical study subject

1. Providing the student with the skills of addressing the institution's audience and developing its reputation locally and globally.
2. Providing the student with the necessary skills to promote the organization's mission, goals, and product.
3. Identify the best practices in producing media materials, publications, and bulletins related to the organization's business and products, such as marketing or production management.
4. Providing the student with knowledge of the nature of advertising work, its techniques, and the areas of its to serve the product.

8. Teaching and Learning Strategies

Strategy	<p>Its concept: a teaching strategy in which students learn by working in small, heterogeneous groups whose members cooperate in completing the educational tasks assigned to them.</p> <p>Theoretical objectives:</p> <ol style="list-style-type: none">1. Providing opportunities for students to express themselves and their emotions.2. Increasing students' interest in the topic of the lesson at hand, as the teacher can include new scientific material in it or reinforce the scientific material studied.3. Training students to discuss and learn about its rules, and encourage them to communicate with each other, to exchange information or inquire about it.4. Providing students with values and attitudes that modify their behavior and help them behave well in certain situations if they are placed in them.5. Encouraging the spirit of spontaneity among students, during which dialogue is spontaneous and natural between students, especially in free-role situations that are not restricted by text or dialogue.6. Developing students' ability to accept different opinions and avoid fanaticism towards one opinion.
-----------------	--

7.Strengthening students' sense of others, taking into account their feelings, and respecting their ideas.

The practical objectives:

- 1.Students are divided into heterogeneous groups (differing in their academic level), such that each group has 3-5 students, and each student in the group is assigned a role to play (chairman, rapporteur, speaker, etc.).
- 2.The teacher begins his lesson with a quick introduction in which he gives a general idea about the lesson and the goals he wants to achieve with the students through cooperative work.
- 3.The teacher presents the first worksheet, after introductory to the activity. To ensure that students understand the content of the worksheet, and explain to them what is required to be done.
- 4.The teacher makes sure that the students have an educational background (previous experiences, a previous lesson, an introduction to a lesson, reading a lesson in the book) from which to practice the educational activity presented in the worksheet.
- 5.The teacher provides the opportunity for members of each group to discuss the activity, and come out at the end of the allotted time with a unified opinion and a single result.
- 6.Each group presents the product of its work to the students and a discussion takes place about what is presented, then the teacher writes.

9.Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1 st	Theoretical 2 Practical 3	Theoretical: a1 The student should be to know Capable of understanding, understanding and applying for actions related to the concept of public relations and distinction between Media, advertising and publicity and public relations. Practical: a5 The student should know What is the type of public relations and a historical overview the emergence of public relations and the stages of its development?	Theoretical: The concept of public relations and its history: difference between public relations,media, propaganda.Determine the elements of public relations. Practical: What is public relations: a historical overview of public relations.	Theoretical: Use the blackboard clarify the objective of the lecture, using audio-visual aids and scientific publications to clarify the goal and consolidate lecture. Practical: Use of hearing aids,Reports, pictures and methods,Other related learning,With the lesson.	Exams,reports, discussions and quizzes.
2 nd	Theoretical 2 Practical 3	Theoretical: a2 The student learns about the elements and nature of public relations. Practical: a6 The student learns	Theoretical: The concept and nature of public relations: Motive for interest in public relations. Practical: The industrial revolution, competition and growing awareness on the part of the masses. Developing means of	Theoretical: Use the blackboard clarify the objective of the lecture, using of audio-visual aids and scientific publications to clarify the goal and consolidate lecture. Practical:	Exams,reports, discussions and quizzes.

		about many definitions of public relations according to the opinion researchers and thinkers in public relations.	communication and increasing interest in regular relationships.	Use of hearing aids, Reports, pictures and methods, Other related learning, With lesson.	
3 rd	Theoretical 2 Practical 3	Theoretical: a3 The student should be to know about rural housing patterns and rural community development. Practical: b8 The student should be to know concept of rural community development, its importance and goals.	Theoretical: The concept of public relations and its importance: The changes that have occurred in modern societies. The importance of public Relations. The functions of public relations. Practical: What is public relations: The role of the Institute of Public Relations. Expanding his interests in public relations.	Theoretical: Use the blackboard to clarify the objective of the lecture, using of audio-visual aids and scientific publications to clarify the goal and consolidate lecture. Practical: Use of hearing aids, Reports, pictures and methods. Other related learning with lesson.	Exams, reports, discussions and quizzes.
4 th	Theoretical 2 Practical 3	Theoretical: b1 The student should be to know about the branches of sociology and importance of rural development. Practical: b9 Conducting a Scientific visit to the Al-Rashedia extension center to familiarize students with knowledge and concepts about the basics of rural development.	Theoretical: Public relations and the organization's audiences: dividing the organizations organization's audiences in terms of the influence of audiences. Practical: Planning of the public relations process. Types of planning and stages of planning.	Theoretical: Use the blackboard to clarify the objective of the lecture, using of audio-visual aids and scientific publications to clarify the goal and consolidate lecture. Practical: Use of hearing aids, Reports, pictures and methods, Other related learning, With lesson.	Exams, reports, discussions and quizzes
5 th	Theoretical 2	Theoretical: b2 The student should be to know about the branches of sociology and the importance	Theoretical: The most important information needed for public relations planning: environmental variables,	Theoretical: Use the blackboard to clarify the objective of the lecture, using of audio-visual	Exams, reports, discussions and quizzes

8 th	<p>Theoretical 2</p> <p>Practical 3</p>	<p>Theoretical: c2 The student should be able to know and explain the distinctive qualities that must be available in a public relations specialist.</p> <p>Practical: a7 The student learns about the role of the communication process and means of communication available in extension public relations.</p>	<p>Theoretical:The most important qualities and characteristics of a successful public relations specialist:Explaining the distinctive qualities that must be available in a public relations specialist.</p> <p>Practical: Public Relations and Communications: What is communication? Means of communication. Public relations and communications:The essence of communication concepts.</p>	<p>Theoretical: Use the blackboard clarify the objective of the lecture, using of audio-visual aids and scientific publications to clarify the goal and consolidate lecture.</p> <p>Practical: Use of hearing aids,Reports,pictures and methods, Other related learning,With lesson.</p>	Exams,reports, discussions and quizzes
9 th	<p>Theoretical 2</p> <p>Practical 3</p>	<p>Theoretical: b4 The student should be able to understand, understand and apply the procedures related to selecting a manager Successful public relations and his responsibilities in performing the work entrusted to him.</p> <p>Practical: a8 The student acquires his knowledge about communication and levels of communication through the scientific visit to Mosul Agriculture Preparatory School.</p>	<p>Theoretical: Public Relations Manager:The most important qualities and characteristics that must be available in the successful public relations manager. responsibilities of the public relations manager are to create understanding and awareness among the organization's employees Supervision and continuous follow-up of public opinion research.Information was provided to senior management.</p> <p>Practical: Public relations communications: levels of communication. A scientific visit to Mosul Agriculture Preparatory School.</p>	<p>Theoretical: Use the blackboard clarify the objective of the lecture, using of audio-visual aids and scientific publications to clarify the goal and consolidate lecture.</p> <p>Practical: Use of hearing aids,Reports,pictures and methods, Other related learning,With lesson.</p>	Exams,reports, discussions and quizzes.
10 th	<p>Theoretical 2</p> <p>Practical 3</p>	<p>Theoretical: b5 The student should be able to understand, understand and apply procedures related to the management role The highest level and its responsibility in public relations management in terms of support, planning and implementation.</p> <p>Practical: a9 Through public relations</p>	<p>Theoretical: The role of senior management in the field of public relations: the responsibility of senior management in the field of public relations.</p> <p>Practical: Public relations communications: the essence of communication concepts.</p>	<p>Theoretical: Use the blackboard clarify the objective of the lecture, using of audio-visual aids and scientific publications to clarify the goal and consolidate lecture.</p> <p>Practical: Use of hearing aids,Reports,pictures and methods, Other related</p>	Exams,reports, discussions and quizzes

		and communications, the student reaches the essence of communication concepts.		learning, With lesson.	
11 th	Theoretical 2 Practical 3	Theoretical: b6 The student should be able to understand, understand and apply procedures related to design Public relations planning, implementation and evaluation. Practical: a10 The student gains a brief overview of communication models.	Theoretical: The expected role of senior management achieve the effectiveness public relations activity: Points that must be available in aspects of senior management to achieve the effectiveness of public relations activity. Practical: Contact Forms: brief overview of contact Forms.	Theoretical: Use the blackboard clarify the objective of the lecture, using of audio-visual aids and scientific publications to clarify the goal and consolidate lecture. Practical: Use of hearing aids, Reports, pictures and methods, Other related learning, With lesson.	Exams, reports, discussions and quizzes
12 th	Theoretical 2 Practical 3	Theoretical: c3 The student should be able to familiarize himself with, understand and apply procedures related to designing public relations programs: the stages of designing public relations programs.. Practical: a11 From his experience, the student arrives at communication models and forms of communication between the sender and receiver.	Theoretical: Designing public relations programs: stages of designing public relations programs. Practical: Communication models: Forms of communication models between sender and receiver	Theoretical: Use the blackboard clarify the objective of the lecture, using of audio-visual aids and scientific publications to clarify the goal and consolidate lecture. Practical: Use of hearing aids, Reports, pictures and methods, Other related learning, With lesson.	Exams, reports, discussions and quizzes
13 th	Theoretical 2	Theoretical: a4 The student should be able to identify, understand and apply the procedures related to communicating the message to the rural audience. Practical: c6 The student learns	Theoretical: Choosing communication methods timing: methods of conveying the message to the masses. Practical: Communication models: The problems which facing for the people in communication models.	Theoretical: Use the blackboard clarify the objective of the lecture, using of audio-visual aids and scientific publications to clarify the goal and consolidate lecture. Practical: Use of hearing aids, Reports, pictures and methods,	Exams, reports, discussions and quizzes

	Practical 3	about the context followed in public relations and way it works in agricultural extension organizations.		Other related learning, With lesson.	
14 th	Theoretical 2 Practical 3	Theoretical: b7 The student should be able to recognize, understand and apply procedures related to the collection stages. Determine and prioritize planning for public relations programs for agricultural extension. Practical: a12 The student acquires Knowledge of the psychology of communication: one-step and two-step flow models.	Theoretical: Types of public relations programs: highlighting the most important public relations programs. Receiving and responding to complaints. Practical: The psychology of communication: Two-step flow models one and two steps.	Theoretical: Use the blackboard clarify the objective of the lecture, using of audio-visual aids and scientific publications to clarify the goal and consolidate lecture. Practical: Use of hearing aids, Reports, pictures and methods, Other related learning, With lesson.	Exams, reports, discussions and quizzes
15 th	Theoretical 2 Practical 3	Theoretical: c4 The student learns about the importance of public relations in agricultural extension organizations: and the stages of the public relations process in agricultural extension organizations. Practical: a13 With his skill, the student can learn about the psychology of communication: the influence of mass media, indicative relations.	Theoretical: The importance of public relations in agricultural extension organizations: Stages of the public relations process in agricultural extension organizations. Practical: Psychology communication: The influence of mass media, guidance public relations.	Theoretical: Use the blackboard clarify the objective of the lecture, using of audio-visual aids and scientific publications to clarify the goal and consolidate lecture. Practical: Use of hearing aids, Reports, pictures and methods, Other related learning, With lesson.	Exams, reports, discussions and quizzes.

10.Course Evaluation:

No	Evaluation methods	Evaluation date (week)	marks	Relative weight (%)
1	The first short test Quiz. Theoretical: Practical	Week 4: Theoretical: Short test (1) Quiz. Week 4: Practical: Short test (1) Quiz.	Theoretical: 2.5 Practical: 2.5	5%
2	Monthly exam (1).	Week 9: Theoretical test (1). Week 9: Practical test (1).	Theoretical: 10 Practical : 5	15%
3	Second short test Quiz.	Week 11: Theoretical:Short Test (2) Quiz. Week 11: Practical:Short test (2) Quiz.	Theoretical: 2.5 Practical: 2.5	5%
4	Monthly exam (2).	Week 13: Theoretical test (2). Week 13: Practical test (2).	Theoretical: 10 Practical : 5	15%
5	Quest rate.	Seasonal rates are announced at the end of the semester.	Theoretical: 25 Practical : 15	40%
6	Final practical test.	Practical exams week.	20	20%
7	Final theoretical test.	The week of theoretical exams.	40	40%
8	Total	The final score of the theoretical and practical of final exam at the end of academic year.	100	100%

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

12.Learning and Teaching Resources:

Required textbooks (curricular books, if any)	1.Introduction to Public Relations (author: Prof. Dr. Abdul Razzaq Mohammad Al-Dulaimi, 2019)/,Faculty of Information - Middle East University.
Main references (sources)	<p>Main References (Sources) :</p> <p>1. Public Relations (Author Dr. Manal Ahmed Rahal, 2015) Dar Amjad for Publishing and Distribution / Amman-Jordan..</p> <p>2. Public relations and communication strategies (author Ali Ferjani, 2018). Dar Amjad for Publishing and Distribution/Amman-Jordan.</p>

<p>Recommended books and references (scientific journals, reports...)</p>	<p>1. The Scientific Journal of Public Relations and Advertising Research for the year 2015.</p> <p>Faculty of Information - Cairo University/Egypt. https://sjocs.journals.ekb.eg/</p> <p>2. Media Researcher Magazine/College of Information - University of Baghdad. https://comc.uobaghdad.edu.iq/?page_id=15051</p>
<p>Electronic References, Websites</p>	<p>1. The concept of public relations: https://www.birzeit.edu/sites/default/files/mfhwm_llqt_lm.pdf</p> <p>2. Online public relations: https://www.noor-book.com/tag/%D8%A7</p>

Lecturer. Anhar Mohammed Ali Hasan

Instructor of Practical Subjecte:

Instructor of Theoretical Subjecte :

Assistant Lecturer. Amira Younis Hassain

Assistant Prof. Dr Talal Saeed Hameed.

Assistant Prof. Dr Talal Saeed Hameed

Chairman of the Scientific Committee:

Head of Department.