

Course Description Form

1.Course Name:

Extensional General Relations.

2.Course Code:

EXER447

3.Semester / Year :

Second season,2024-2025.

4.Description Preparation Date:

01/02/2025

5.Available Attendance Forms:

Blended learning (Theoretical and practical in-person).

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

75 hours (2 hours theoretical , 3 hours practical per week), No. of units is 3.5.

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

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8.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.

9.Teaching and Learning Strategies

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| 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. |
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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.

10. 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 seeks to familiarize himself with ,understand, and apply procedures related to concept of public relation and distinction between media, advertising and public relations. Practical: a5 The student determines the type of public relation and a historical overview the emergence of public relations and the stages o 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 to clarify the objectives 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 lesson.	Exams,reports, discussions and quizzes.
2 nd	Theoretical 2 Practical 3	Theoretical: a2 The student is familiar with the elements and nature of public relations. Practical: a6 The student is introduced of many definitions of public relations according to opinions of researchers and thinkers in public relations.	Theoretical: The concept and nature of public relations: Motiv for interest in public relations. Practical: The industrial revolution, competition and growing awareness on the part of the masses. Developing means of communication : increasing interest in regular relationships.	Theoretical: Use the blackboard to clarify the objectives 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 the lesson.	Exams,reports, discussions and quizzes.

3 rd	<p>Theoretical 2</p> <p>Theoretical: a3</p> <p>The student acquires knowledge, understanding application of procedures related to the concept and importance of public relations. Changes that have occurred in modern societies, the importance of public relations and the functions of public relations.</p> <p>Practical 3</p> <p>Practical: b8</p> <p>The student should be to know concept of rural community development, its importance and goals.</p>	<p>Theoretical:</p> <p>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.</p> <p>Practical:</p> <p>What is public relations: The role of the Institute of Public Relations. Expanding his interests in public relations.</p>	<p>Theoretical:</p> <p>Use the blackboard to clarify the objectives the lecture, using of audio-visual aids and scientific publications to clarify the goal and consolidate lecture.</p> <p>Practical:</p> <p>Use of hearing aids, Reports, pictures and methods. Other related learning with lesson.</p>	Exams, reports, discussions and quizzes.
4 th	<p>Theoretical 2</p> <p>Theoretical: b1</p> <p>The student gains experience and understanding of segmenting an organization's audiences in terms of their influence on the audiences. In addition to types of planning and planning stages..</p>	<p>Theoretical: Public relations and the organization's audiences: dividing the rganizations organization's audiences in terms of the influence of audiences.</p> <p>Practical: lanning of the public relations process. Types of planning and stages of planning.</p>	<p>Theoretical:</p> <p>Use the blackboard to clarify the objectives the lecture, using of audio-visual aids and scientific publications to clarify the goal and consolidate lecture.</p> <p>Practical:</p> <p>Use of hearing aids, Reports, pictures and methods, Other related learning, With the less</p>	Exams, reports, discussions and quizzes

	Practical 3	Practical: b9 The student gains experience through tasks related to public relations management: explaining students' performance in cases of excellence, marketing and advertising.			
5 th	Theoretical 2 Practical 3	Theoretical: b2 Through understanding and application, the student can know most important information necessary for planning public relations: Environmental variables target audience groups for the media campaign. Available communication means, Obstacles of the planning process. Practical: b10 The student explains the history of public relations and characteristics of public relations model.	Theoretical: The most important information needed for public relations planning: environmental variables, target audience groups for the media campaign, and available communication means. Obstacles to the planning process. Practical: History of public relations :Characteristics of four models of public relations.	Theoretical: Use the blackboard to clarify the objectives 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 the less	Exams, reports, discussions and quizzes
6 th	Theoretical 2 Practical 3	Theoretical: b3 The student determines the procedures related to the organizational forms of public relations: the organizational forms that are practiced through public activities. Advantages and disadvantages of the organization specializing public relations. Practical: b11 The student acquires knowledge about the history of public relations, the press and publishing agency model and model Public relations..	Theoretical: Organizational forms of public relations: Organizational forms practiced through public activities. Advantages and disadvantages of a specialized public relations system. Practical: The History of Public Relations: The Press and Publishing Agency Model and the public relations model.	Theoretical: Use the blackboard to clarify the objectives 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 the less	Exams, reports, discussions and quizzes
7 th	Theoretical 2	Theoretical: c1 The student works on preparing news bulletins, advertisements through means of communication to follow trends in society, care and attention in selecting and preparing a public relations specialist.	Theoretical: The organization's public relations specialists: prepare news releases or advertisements through means of communication. Follow up on trends in society. Care and attention to choosing	Theoretical: Use the blackboard to clarify the objectives of the lecture, using of audio-visual aids and scientific publications to clarify the goal and consolidate lecture.	Exams, reports, discussions and quizzes

	Practical 3	Practical: c5 The student gains knowledge and understanding of the history of public relations two symmetrical and asymmetrical paths into PR Feedback.	and preparing the public relations specialist. Practical: The history of public relations: two symmetrical and asymmetric paths in PR feedback.	Practical: Use of hearing aids, Reports, pictures and methods, Other related Learning with the lesson.	
8 th	Theoretical 2 Practical 3	Theoretical: c2 The student explains the distinctive qualities that must be possessed by a public relations specialist. Practical: a7 The student determines role of the communication process and means of communication available in extension public relations..	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. Practical: Public Relations and Communications: What is communication? Means of communication. Public relations and communications: The essence of communication concepts.	Theoretical: Use the blackboard to clarify the objectives 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 the less	Exams, reports, discussions and quizzes
9 th	Theoretical 2 Practical 3	Theoretical: b4 The student masters the knowledge, understanding and application of procedures related to the selection of a public relations manager and his responsibilities in performing of work assigned. Practical: a8 Through the scientific visit to Mosul Agriculture Preparatory School, the student acquires the skill and knowledge of the process communication and its levels.	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. Practical: Public relations and communications: levels of communication. A scientific visit to Mosul Agriculture Preparatory School.	Theoretical: Use the blackboard to clarify the objectives 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 the less	Exams, reports, discussions and quizzes.

10 th	Theoretical 2 Practical 3	Theoretical: b5 The student reviews the procedures related to the role of senior management and its responsibility in managing relationships public in terms of support, planning and implementation. Practical: a9 Through public relations and communications, The student reaches the essence of communication concepts.	Theoretical: The role of senior management in the field of public relations: the responsibility of senior management in the field of public relations. Practical: Public relations and communications: the essence of communication concepts.	Theoretical: Use the blackboard to clarify the objectives 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 the less	Exams, reports, discussions and quizzes
11 th	Theoretical 2 Practical 3	Theoretical: b6 The student masters the understanding and application of procedures related to the design, planning, implementation and evaluation of public relations. Practical: a10 The student presents a brief overview of contact forms.	Theoretical: The expected role of senior management to achieve the effectiveness of public relations activity: Points that must be available in aspects of senior management to achieve the effectiveness of public relations activity. Practical: Contact Forms: A brief overview of contact Forms.	Theoretical: Use the blackboard to clarify the objectives 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 the less	Exams, reports, discussions and quizzes
12 th	Theoretical 2 Practical 3	Theoretical: c3 The student identifies design of public relations programs: the stages of designing public relations programs. Practical: a11 Through his experience, the student will understand communication models and forms of communication between sender and receiver..	Theoretical: Designing public relations programs: stages of design public relations programs. Practical: Communication models: Forms of communication models between sender and receiver.	Theoretical: Use the blackboard to clarify the objectives 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 the less	Exams, reports, discussions and quizzes
13 th	Theoretical 2	Theoretical: a4 The student can deliver the educational message to the rural audience.	Theoretical: Choosing communication methods and timing: methods of conveying the message to the masses.	Theoretical: Use the blackboard to clarify the objectives of the lecture, using of audio-visual aids and scientific publications to clarify	Exams, reports, discussions and quizzes

	Practical 3	Practical: c6 The student follows existing context in public relations and way it work agricultural extension organizations.	Practical: Communication models: The problems which facing for the people in communication models.	the goal and consolidate lecture. Practical: Use of hearing aids, Reports, pictures and methods, other related learning With the lesson.	
14 th	Theoretical 2 Practical 3	Theoretical: b7 The student reviews the procedures related to the stages of collecting, identifying, and prioritizing planning for public relations programs for agricultural extension. Practical: a12 The student gains to know of communication psychology: 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 to clarify the objectives 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 the lesson.	Exams, reports, discussions and quizzes
15 th	Theoretical 2 Practical 3	Theoretical: c4 The student focuses on the importance of public relations in agricultural extension organizations: and the stages of the public relations process in agricultural extension organizations. Practical: a13 The student can learn about the psychology of communication: influence of mass media and extension public 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 to clarify the objectives 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 the less	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)

Main References (Sources) :

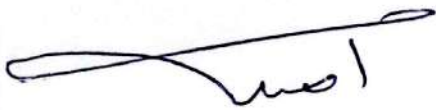
1. Public Relations (Author Dr. Manal Ahmed Rahal, 2015)

Dar Amjad for Publishing and Distribution / Amman-Jordan..


2. Public relations and communication strategies (author Ali Ferjani, 2018).

Dar Amjad for Publishing and Distribution/Amman-Jordan.

Recommended books and references (scientific journals, reports...)	<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>
Electronic References, Websites	<p>1. The concept of public relations: https://www.birzeit.edu/sites/default/files/mflhwm_llqt_lm.pdf</p> <p>2. Online public relations: https://www.noor-book.com/tag/%D8%A7</p>



Lecturer. Anhar Mohammed ali, Luma mother address

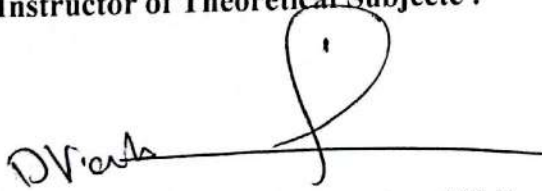


Instructor of Theoretical Subjects :

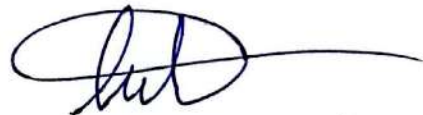


Instructor of Practical Subjects:

Assistant Lecturer. Amira Younis Hassain



Assistant Prof. Dr. Ahmed Awad Talb



Assistant Prof. Dr. Talal Saeed Hameed

Chairman of the Scientific Committee:

Head of Department.

