



Form: Course Syllabus

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Issue Number and Date	2/3/24/2022/2963 05/12/2022
Number and Date of Revision or Modification	2023/10/15
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Number of Pages	17

1. Course Title	Public Relations
2. Course Number	1604331
3. Credit Hours (Theory, Practical)	3
3. Contact Hours (Theory, Practical)	3
4. Prerequisites/ Corequisites	Principles of Marketing
5. Program Title	BA in Marketing
6. Program Code	04
7. School/ Center	Business
8. Department	Marketing
9. Course Level	4
10. Year of Study and Semester (s)	1 st term 2025/2026
11. Program Degree	n/a
12. Other Department(s) Involved in Teaching the Course	
13. Learning Language	English Language
14. Learning Types	<input type="checkbox"/> Face to face learning <input checked="" type="checkbox"/> Blended <input type="checkbox"/> Fully online
15. Online Platforms(s)	<input checked="" type="checkbox"/> Moodle <input type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....
16. Issuing Date	10- October- 2025
17. Revision Date	

18. Course Coordinator:

Name: Abdalrazzaq Aloqool

Office hours:

- Sunday & Tuesday 11:30 AM– 12:30 PM
- Wednesday 11:30 AM – 12:30 PM



To schedule an appointment outside of the designated office hours, students can send an email requesting the meeting.

Office number: in front of classroom #15 Building Number 3 School of Business

Email: dana.kakeesh@ju.edu.jo

19. Other Instructors:

n/a

20. Course Description:

This course provides students with a foundational understanding of Marketing Public Relations (MPR) by exploring the essential concepts, frameworks, and tools used to manage and communicate a brand's message effectively. Students will learn how MPR complements and differentiates itself from other marketing mix elements, focusing on creating objectives, targeting connectors, and crafting impactful messages. Throughout the course, students engage in interactive group discussions, analyze real-world cases, and review assignments, fostering a collaborative learning environment that enhances their practical skills.

21. Program Intended Learning Outcomes: (To be used in designing the matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program)

PLO's	*National Qualifications Framework Descriptors*		
	Competency (C)	Skills (B)	Knowledge (A)
1.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

* Choose only one descriptor for each learning outcome of the program, whether knowledge, skill, or competency.



22. Course Intended Learning Outcomes: (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

Course ILOs #	The learning levels to be achieved						Competencies
	Remember	Understand	Apply	Analyse	Evaluate	Create	
1.	x	x					Acquiring knowledge and understanding
2.	x	x	x				Acquiring knowledge, understanding, and application of concepts
3.			x	x	x	x	Understanding, and application of concepts and analyzing
4.			x	x	x	x	Understanding, and application of concepts, analyzing, evaluating, and creating

23. The matrix linking the intended learning outcomes of the course -CLO's with the intended learning outcomes of the program -PLOs:

SLOs of the BA Program*	SLO (1)	SLO (2)	SLO (3)	SLO (4)	SLO (5)	SLO (6)	SLO (7)	SLO (8)	Descriptors**		
									A	B	C
1. Have an adequate knowledge of marketing public relations	x								A		
2. Acquire theoretical and practical knowledge of marketing public relations.		x							A		
3. Employ marketing skills and to organize work in groups to accomplish marketing projects.				x					B		
4. Connect different marketing concepts and to employ them in marketing public relations.								x	C		



***Linking each course learning outcome (CLO) to only one program outcome (PLO) as specified in the course matrix.**

****Descriptors are determined according to the program learning outcome (PLO) that was chosen and according to what was specified in the program learning outcomes matrix in clause (21).**

24. Topic Outline and Schedule:



Blended Learning Course Outline							
Week	Topic	Intended learning Outcomes	Learning Types (Face to Face/ Blended/ Fully Online)	Evaluation Methods	Synchronous / Asynchronous Lecturing	Platform	Learning Resources
1	Introduction to Blended Learning	- Registering and creating a Moodle account. - Reading the blended learning "how to" guide	Face to Face	- Introduce yourself online. - Read other student's introductions and comment on 3 of them.	Synchronous	On-campus	Textbook Online resources Extra material Lecture Task
		- Breaking the ice	Blended	- Post your intended course goals.	Synchronous	On campus	Textbook Online resources Extra material Lecture Task
2	An Introduction to Marketing	- Understanding the MPR concept	Blended	- Web-Quest activities	Synchronous	Moodle	Textbook Online resources Extra material



Public Relations (Chapter 1)						Lecture
	- Group Discussions and reviews of Assignment #1	Blended	Student-led discussions	Moodle	Synchronous	Task
	- Traditional lecture	Blended	N/A		On-campus	Textbook Online resources Extra material Lecture Task
3	An Introduction to Marketing Public Relations (Chapter 1)	Understanding how MPR differs from other Marketing Mix elements	Blended	- Web-Quest activities	Synchronous	Moodle Textbook Online resources Extra material Lecture Task



		<ul style="list-style-type: none"> - Group Discussions and reviews of Assignment #2 	Blended	Student-led discussions	Moodle	Synchronous	On-campus	Textbook Online resources Extra material Lecture Task
		<ul style="list-style-type: none"> - Traditional lecture 	Blended	N/A		Synchronous	On-campus	Textbook Online resources Extra material Lecture Task
						Synchronous		
4	The MPR Framework - Objectives, Target, Connectors, Message and Measure (Chapter 4)	<ul style="list-style-type: none"> - Reading an article written by the Founder and Chief Shoe Giver of TOMS in Entrepreneur Middle East Magazine 	Blended	<ul style="list-style-type: none"> - Text-based readings 		Synchronous	Moodle	Textbook Online resources Extra material Lecture Task
		<ul style="list-style-type: none"> - Group Discussions and reviews of Assignment #3 	Blended	<ul style="list-style-type: none"> - Student-led Moodle discussions 		Synchronous	On-campus	Textbook



							Online resources Extra material Lecture Task
	- Traditional lecture	Blended	N/A	Synchronous	On-campus	Textbook Online resources Extra material Lecture Task	
5	About the Media (Chapter 5)	- Working in groups and based on the assigned readings. This assignment is going to be submitted offline	Blended	- Text-based readings	Synchronous	Moodle	Textbook Online resources Extra material Lecture Task
	- Group Discussions and reviews of Assignment #4	Blended	- Student-led Moodle discussions	Synchronous	On-campus	Textbook Online resources Extra material	



							Lecture
							Task
	- Traditional lecture	Blended	N/A		On-campus	Textbook	
						Online resources	
						Extra material	
						Lecture	
						Task	
6	Non-Media Connectors and Word-of-Mouth (Chapter 6)	- Studying the case of Earshot Music in Greenville	Blended	- Text-based readings	Synchronous	Moodle	Textbook
							Online resources
							Extra material
							Lecture
							Task
	- Group Discussions and reviews of Assignment #5	Blended	- Student-led Moodle discussions	Synchronous	On-campus	Textbook	
						Online resources	
						Extra material	
						Lecture	
						Task	



		- Traditional lecture	Blended	N/A	Synchronous	On-campus	Textbook Online resources Extra material Lecture Task
Mid-Term Exam TBC		- Chapters 1+4+5+6	Blended	Essay and MCQs	Synchronous		
		Guest Speaker Day					
7	Building a strong Personal Profile	- Personal Branding + Building Your CV + Having a Strong LinkedIn Account.	Blended	- Moodle Discussion Post (Forum)	Synchronous	Moodle	Textbook Online resources Extra material Lecture Task
		- Group Discussions and reviews of Assignments #6 + #7	Blended	- Student-led Moodle discussions	Synchronous	On-campus	Textbook Online resources Extra material Lecture Task



		- Traditional lecture	Blended		Synchronous	On-campus	Textbook Online resources Extra material Lecture Task
8	Building a Connectors List (Chapter 7)	- Understanding the connecters list through the giving examples	Blended	- Text-based readings	Synchronous	Moodle	Textbook Online resources Extra material Lecture Task
		- Group Discussions and reviews of Assignment #8	Blended	- Student-led Moodle discussions	Synchronous	On-campus	Textbook Online resources Extra material Lecture Task
		- Traditional lecture	Blended	N/A	Synchronous	On-campus	Textbook Online resources



							Extra material Lecture Task
9	The Press Kit and Press Release (Chapter 8)	- To examine students understanding of the elements and purposes of a press kit and press release	Blended	- Text-based readings		Moodle	Textbook Online resources Extra material Lecture Task
		- Group Discussions and reviews of Assignment #9	Blended	- Student-led Moodle discussions		On-campus	Textbook Online resources Extra material Lecture Task
		- Traditional lecture	Blended	N/A		On-campus	Textbook Online resources Extra material Lecture



							Task
		Guest Speaker					
10	Selling the Story (Chapter 9)	- Understanding how Ideas Collide transformed a local Phoenix dairy farm into a brand as fun and flavorful as its bottles of milk. - Learning how to write a great pitch letter	Blended	- Web-Quest activities		Moodle	Textbook Online resources Extra material Lecture Task
		-Group Discussions and reviews of Assignment #10	Blended	- Student-led Moodle discussions		On-campus	Textbook Online resources Extra material Lecture Task
		- Traditional lecture	Blended	N/A		On-campus	Textbook Online resources Extra material Lecture Task



13	Crisis management (Chapter 13)	- Understanding The Secret to Successful Crisis Management in the 21st Century – A TEDx Talk delivered by Melissa Agnes	Blended	- Web-Quest activities		Moodle	Textbook Online resources Extra material Lecture Task
		- Group Discussions and reviews of Assignment #11	Blended	- Student-led Moodle discussions		On-campus	Textbook Online resources Extra material Lecture Task
		Traditional lecture	Blended	N/A		On-campus	Textbook Online resources Extra material Lecture Task
	Final Exam	All the delivered chapters are included.		Essay and MCQs			



25. Evaluation Methods:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

Evaluation Activity	*Mark wt.	CLO's			
		1	2	3	4
First Exam	30%	x	x	x	
Final Exam	40%	x	x	x	x
Projects/reports	13%	x	x	x	x
Any other approved works (weekly task)	17%	x	x	x	x
Total 100%	100%				

* According to the instructions for granting a Bachelor's degree.

**According to the principles of organizing semester work, tests, examinations, and grades for the bachelor's degree.

Mid-term exam specifications table*

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO/ Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
				1	1	1	30	5	30%	1
			2	2	2	2	30	5	30%	2
2	2	2	2			2	30	5	40%	3

Final exam specifications table

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
				1	1	1	40	6	15%	1
			1	1	1	1	40	6	20%	2
2	2	2	2			2	40	6	30%	3
2	2	2	2			2	40	6	35%	4



26. Course Requirements:

Computer, internet connection, webcam, mic, and digital literacy!

27. Course Policies:

A- Attendance policies: - Students are not allowed to miss more than 15% of the classes during the semester. Failing to meet this requirement will be dealt with according to the university disciplinary rules.

- That means that if you absent from 5 classes the credit of this course will not be awarded under any circumstances.

B- Absences from exams and submitting assignments on time: - The final exam is mixed of MCQs and essay questions and it is going to be a paper-based exam. The date will be assigned in advance of exams time.

- No project is required for this course.

- Students will be required to submit around 10 tasks.

- No make-up exam could be held if the student failed in providing approved absence form signed by the dean or the Assistant Dean for Students affairs.

- No make-up for the make-up exam.

- The make-up exam will have a higher level of difficulty than the normal one with 40 - 60% and the exam will consist of essay questions only.

C- Health and safety procedures: N/A

D- Honesty policy regarding cheating, plagiarism, misbehavior: - Any inappropriate behaviour (inside the class, during the exam, during the Forum discussions) will not be tolerated and student will face consequences based on the University disciplinary rules.

- Students are kindly requested to keep their mobiles on silent mood during the lecture. Any disturbance caused by mobile phones will not be tolerated and mobile owner will be requested to leave the class.

E- Grading policy: It depends on the average.

F- You are allowed to contact me at my email only. If you contact me via any social media accounts, you will be losing one mark for the first and the 5 marks with a block for the second time!



28. References:

A- Required book(s), assigned reading and audio-visuals:

Giannini, Gaetan T. Marketing public relations. Pearson Education India, 2009.

B- Recommended books, materials and media:

- Newsom, Doug, Judy Turk, and Dean Kruckeberg. Cengage Advantage Books: This is PR: The Realities of Public Relations. Cengage Learning, 2012.
- Austin, Erica Weintraub, and Bruce E. Pinkleton. Strategic public relations management: Planning and managing effective communication campaigns. Routledge, 2015.
- Gregory, Anne. Planning and managing public relations campaigns. Kogan Page Publishers, 2000.

29. Additional information:

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Name of the Instructor or the Course Coordinator:

Dr. Abdalrazzaq Aloqool

Signature:

Date:

12/10/2025

Name of the Head of Quality Assurance Committee/ Department

Dr. Nawras Nusairat

Signature:

Date:

Name of the Head of Department

Dr. Nawras Nusairat

Signature:

Date:

Name of the Head of Quality Assurance Committee/ School or Center

Dr. Rima Al Hasan

Signature:

Date:

Name of the Dean or the Director

Prof. Samer Dahiyat

Signature:

Date:

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