

Course Syllabus

1	Course title	Public Relations	
2	Course number	1604443	
3	Credit hours	3	3
	Contact hours (theory, practical)	3	
4	Prerequisites/corequisites	Principles of Marketing	
5	Program title	BA in Marketing	
6	Program code	04	
7	Awarding institution	University of Jordan	
8	School	Business	
9	Department	Marketing	
10	Course level	4	
11	Year of study and semester (s)	First term 2022/23	
12	Other department (s) involved in teaching the course	n/a	
13	Main teaching language	English Language	
14	Delivery method	<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 checked="" type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....	
16	Issuing/Revision Date	13- October- 2022	

17 Course Coordinator:

Name: Dr Dana Kakeesh

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Office number: 1st Floor/ Building 3/ School of Business

Phone number: 065355000

Office Hours:

- Sunday 12:30 – 1:30 PM
- Monday 10:30 – 11:30 AM
- Tuesday 10:30 – 11:30 AM

18 Other instructors:

N/A

19 Course Description:

Marketing Public Relations will introduce the student to the PR function within an organization and give them a solid understanding of PR as a process and its place in a company's overall marketing mix. The student will learn how to identify PR opportunities; conduct the appropriate research; identify audiences and media; plan and create a PR campaign; work with the media; and evaluate a campaign's results.

20 Course aims and outcomes:**A- Aims:**

Be familiar with the scope of the public relations industry and understand the public relations process.

B- Students Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

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



***Upon successful completion of Bachelor in Marketing at JUBS, the students should be able to:**

SLO1-Examine current concepts of the Marketing role in business organizations and society, and **explain** the marketing principles in relation to the product, price, promotion and distribution functions.

SLO 2- Describe the theories and concepts in the field of digital Marketing.

SLO 3-Identify ethical issues in marketing context and critically **discuss** ethical reasoning to Marketing and business circumstances.

SLO 4-Utilize applicable central models and theories that relate to consumer behavior and marketing in the online and offline to research and analyze contemporary issues in Marketing.

SLO 5- Utilize critical thinking and problem solving to **analyze** business environment and develop marketing strategies based on product, price, place and promotion objectives in different Market segments.

SLO 6-Apply the marketing research process to collect, process, and analyze a range of data in order to provide solutions to marketing problems, and prepare oral presentation to professional standards.

SLO 7-Appreciate the global nature of marketing and appropriate measures to operate effectively in international settings.

SLO 8-Work efficiently within teams -to accomplish marketing projects.

21. Topic Outline and Schedule:

- Sunday and Tuesday classes are synchronous.
- The weekly task will be available on the course Moodle via elearning every Tuesday at 10:00 PM or Wednesday at 10:00 AM and the due date is going to be every Saturday at 11:59 PM
- Learning Methods (Face to Face/Blended/ Fully Online): Blended

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

	to Marketing Public Relations (Chapter 1)				Extra material Lecture Task
		- Group Discussions and reviews of Assignment #1	Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture Task
		- Traditional lecture	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	- Web-Quest activities	Moodle	Textbook Online resources Extra material Lecture Task
		- Group Discussions and reviews of Assignment #2	Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture Task
		- Traditional lecture	N/A	On-campus	Textbook Online resources Extra material Lecture Task

4	The MPR Framework - Objectives, Target, Connectors, Message and Measure (Chapter 4)	- Reading an article written by the Founder and Chief Shoe Giver of TOMS in Entrepreneur Middle East Magazine	- Text-based readings	Moodle	Textbook Online resources Extra material Lecture Task
		- Group Discussions and reviews of Assignment #3	- Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture Task
		- Traditional lecture	N/A	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	- Text-based readings	Moodle	Textbook Online resources Extra material Lecture Task
		- Group Discussions and reviews of Assignment #4	- Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture Task
		- Traditional lecture	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	- Text-based readings	Moodle	Textbook Online resources Extra material Lecture Task
		- Group Discussions and reviews of Assignment #5	- Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture Task
		- Traditional lecture	N/A	On-campus	Textbook Online resources Extra material Lecture Task
Mid-Term Exam TBC		- Chapters 1+4+5+6	Essay and MCQs		
Guest Speaker Day					
7	Building a strong Personal Profile	- Personal Branding + Building Your CV + Having a Strong LinkedIn Account.	- Moodle Discussion Post (Forum)	Moodle	Textbook Online resources Extra material Lecture Task
		- Group Discussions and reviews of Assignments #6 + #7	- Student-led Moodle discussions	On-campus	Textbook Online resources Extra material

					Lecture Task
		- Traditional lecture		On-campus	Textbook Online resources Extra material Lecture Task
8	Building a Connectors List (Chapter 7)	- Understanding the connectors list through the giving examples	- Text-based readings	Moodle	Textbook Online resources Extra material Lecture Task
		- Group Discussions and reviews of Assignment #8	- Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture Task
		- Traditional lecture	N/A	On-campus	Textbook Online resources Extra material Lecture Task
9	The Press Kit and Press Release	- To examine students understanding of the elements and purposes of a press kit and press release	- Text-based readings	Moodle	Textbook Online resources Extra material Lecture Task

	(Chapter 8)	- Group Discussions and reviews of Assignment #9	- Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture Task
		- Traditional lecture	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	- Web-Quest activities	Moodle	Textbook Online resources Extra material Lecture Task
		-Group Discussions and reviews of Assignment #10	- Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture Task
		- Traditional lecture	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	- Web-Quest activities	Moodle	Textbook Online resources Extra material Lecture Task
		- Group Discussions and reviews of Assignment #11	- Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture Task
		Traditional lecture	N/A	On-campus	Textbook Online resources Extra material Lecture Task
Final Exam		All the delivered chapters are included.	Essay and MCQs		

22 Evaluation Methods:

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

Evaluation Activity	Mark	Topic(s)	SLOs	Period (Week)	Platform
Weekly Tasks + Participation	30%	All the topics	1,2,3,4	Over the 14 teaching weeks	Moodle
Midterm Exam	30%	Chapters 1+4+5+6	1,2,3	Week 7	TBC
Final Exam	40%	All the delivered chapters	1,2,3,4	TBC	TBC

23 Course Requirements

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

24 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!

25 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.

26 Additional information:

N/A

Name of Course Coordinator: Dr. Dana Kakeesh Signature: ----- Date: October 10, 2022

Head of Curriculum Committee/Department: Dr. Rami Al-Dweeri Signature: -----

Head of Department: Dr. Rami Al-Dweeri Signature: -----

Head of Curriculum Committee/Faculty: Prof. Naheel Saqef Al-Hait Signature: -----

Dean: Prof. Raed Bani Yaseen Haddad Signature: -----