

One World, One University



(ماجستير إدارة العلاقات العامة المهني)

(المصغر)

Mini MBA IN PR

متوفر
باللغة
العربية



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❖ Aims:

❖ Developing the skills of the participants in:

- Management of public relations and ceremonies.
- Planning and organizing the work of public relations and media.
- Dealing with VIPs.
- The use of information technology in public relations and protocol management.
- The skills of a public relations and media specialist.
- Technical skills for participants in the field of public relations and protocol.





General framework:

- The public relations function, its objectives and obstacles to its success.
- Characteristics and features of a public relations man.
- Administrative organization of public relations.
- Elements of creativity and innovation in practicing public relations and communications activities.
- The main aspects of public relations in light of the new transformations.
- Public relations and application of a comprehensive quality management system.
- Public relations and rationalization of administrative decisions.
- Public relations and effective negotiation behaviors.
- Public Relations and Administrative Development.
- Public relations, protocol rules, protocol and etiquette



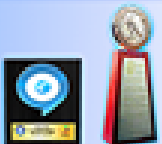


❖ Scientific Themes:

❖ Recent trends in public relations and media

- Recent trends in public relations and the media.
 - Public relations research and its various uses.
 - Planning trends in the fields of public relations and media.
 - Creative thinking in public relations and the media.
 - The mental image of public relations: its formation, change and strengthening. Social responsibility for public relations.
 - Specifications of employees in the field of public relations.
 - Training in the field of public relations and media.
 - Crisis management in public relations and the media
- ❖ Managing public relations through globalization and information technology variables





- Historical origins of public relations and their development.
- Communication activities related to public relations.
- Strategic planning for public relations activities.
- The general concept of globalization and public relations research.
- Information technology capabilities and its role in improving public relations performance.
- Systems for planning and managing public relations operations in the era of globalization.
- Strategies for and evaluating public relations activities in a modern sense.





❖ Field skills for effective public relations and media personnel

- Field skills in public relations.
- Skills of measuring public opinion and influencing it.
- Integrated public relations and marketing communications.
- Public relations and social responsibility programs.
- International Public Relations.
- Ethics of public relations.
- Using the media in public relations.
- Modern theories in explaining the influence of mass media on the public.
- Relations with the media.
- Correspondence to Public Relations and Media.
- The use of advertising in public relations.





- Planning public relations and media programs and campaigns.
- Speaking and listening skills.
- Preparing and managing conferences.
- Preparing and implementing visit programs.
- Arts of press news.
- Media production skills (brochure, leaflet).
- Preparing and following up media campaigns.
- Public opinion research and studies.
- The advisory role of the Director of Public Relations
- ❖ **The role of public relations in crisis management**
 - The importance of communication (public relations and media) in crisis management.
 - Writing the crisis management plan and the characteristics of a good plan.





- Crisis Communication Center (its functions and equipment).
- Media strategies to manage the crisis.
- Aspects of crisis communication.
- Public relations and dealing with rumors and methods of confronting them.

❖ Skills of a public relations and media specialist:

- Self-skills of a public relations expert.
- Skills of planning and organizing public relations work
- Communication skills and influencing public opinion.
- Skills of planning and organizing conferences and exhibitions.
- Skills to support the internal organizational structure.
- Basic protocol and VIP skills.





- Reception and farewell etiquette.
- Listening and speaking skills.
- Official titles, receptions and courtesies in dealing with VIP visitors.

❖ **Participants:**

- Directors and heads of departments and workers in the field of public relations and media in government agencies and private institutions and the cadres entrusted with making decisions or building information to support decision-making.
- Candidates for leadership positions in public relations.
- Public relations staff (employees in public-related jobs).
- Workers in the diplomatic field, protocols, etiquette, ceremonies and protocols.
- Employees of various departments in institutions and bodies that seek discrimination in public relations.
- Businessmen.

