



## Career Development Department

### Professional Public Relations Program

Public Relations Program describes the activities of organizations to communicate effectively with their various audiences. The program is an effort to build and maintain the organization's image. This image will enable the organization to function smoothly and productively within the society. The Public Relations professional has a primary responsibility to develop and manage two-way communication process between many types of organizations; corporations, non-profit organizations, government agencies and their publics.

#### Admission Requirements:

1. Applicants must obtain the score for level ENGGB1A on the SEPT.
2. Good knowledge of the PC applications (Microsoft Office – Word and PowerPoint) and ability to use the internet.

Module	Title
1	Public Relations Definition, Preparation and Process
2	Managing Public Relations Process
3	Creating and managing Public Opinion
4	Role of Ethics in Public Relations
5	Media and Community relations
6	Employee Relations
7	Government Relations and Consumer Relations
8	Execution and Evaluation
	Final Project

Course Code: BPPR101

Program Duration: 45 hours

Program CEUs: 4.5 (Each Continuing Education Unit equals 10 contact hours)

#### Course Assessment

Learners are assessed throughout the term by tests, quizzes, assignments, projects or other means of evaluation. End-of-term achievement tests measure learners' overall performance in the course. The final grade in each course is based on learners' performance on continual assessment measures and the final test. Final course grades are NOT based on attendance, since in accordance with SCE's attendance policy, learners must attend at least 75 percent of the class sessions in order to be allowed to take the final examination.