

Communication and Public Relations major description

Admission requirements

- Bachelor degree of communication
- Bachelor degree of communication and public relation

Description of major:

The Communication and Public Relations major combines theoretical and practical aspects. Students in this major gain theoretical knowledge about designing and managing media and marketing campaigns, producing advertising materials, building a positive image of various organizations, and formulating communication strategies during times of crisis.

Students learn to apply this knowledge to real-world situations through fieldwork assignments in various economic institutions, government bodies, and other organizations, which equips them with communication techniques and skills when entering the job market.

Training objectives:

1. Providing general and specialized training to open up future research horizons for students wishing to continue their training in the third phase of the LMD in the field of communication and public relations.
2. Preparing students capable of integrating into the knowledge production process in the fields of public relations, whether classical or public relations in the era of digital integration.
3. Providing training that enables rapid and effective integration into the job market and responds to the evolving needs of institutions in the field of public relations, advertising, and communication activities.
4. Training students capable of keeping pace with the rapid developments in the field of start-ups with an entrepreneurial mindset and imbued with the spirit of initiative.

Skills:

1. The ability to design and implement various public relations activities, both traditional and digital.
2. Manage and manage relationships with the media, digital media, and social media.
3. Ability to manage crises.

4. Build, enhance, and manage the corporate image and online reputation of various institutions.

Job opportunities:

- Establishing communication agencies specializing in public relations, advertising, and marketing that can provide various communication services to organizations, including consulting, designing communication activities, and evaluating and auditing the activities of these organizations.
- Working in various governmental and private institutions, as well as organizations, political parties, and associations, due to their urgent and growing need for communication activities.

Basic Subject

semetsres	First semester	Second semester	Third semester
Basic Subject	Epistemology of Media and Communication Sciences	Epistemology of Media and Communication Sciences	Advertising
	Public relations management	Planning in public relations	Communication culture within the organization
	Communication and public marketing	Communication skills in public relations	Communication and Crisis Management
	Modern trends in public relations	Persuasive and argumentative communication	Corporate image and comprehensive communication

Subject Specialization

semetsres	First semester	Second semester	Third semester
Subject Specialization	Public relations management	Planning in public relations	Communication and Crisis Management
	Modern trends in public relations	Persuasive and argumentative communication	Corporate image and comprehensive communication

Language of instruction : arabic and English

General plan :
The first semester :

Education Unit	Biannual hourly volume	Weekly Hourly Volume				The labs	Credits	evaluation Type	
	weeks 16 - 14	Lecture	Guided Works	Applied Works	Other Works			Continuous	Exam
Education Units : Basic	180	06	06			09	20		
Subject1: Epistemology of Media and Communication Sciences	45	1.30	1.30			03	05	Continuous	Exam
Subject 2: Public Relations Management	45	1.30	1.30			02	05	Continuous	Exam
Subject 3: Communication and Public Marketing	45	1.30	1.30			02	05	Continuous	Exam
Subject 4: Recent Trends in Public Relations	45	1.30	1.30			02	05	Continuous	Exam
Education Units : Methodology	90	3.00	3.00			04	07		
Subject 1: Evaluation Public Opinion	45	1.30	1.30			02	04	Continuous	Exam
Subject 2: Qualitative and Quantitative Approaches	45	1.30	1.30			02	03	Continuous	Exam
Education Units : Discovering	45	3.00				02	02		
Subject 1: Eloquence and Communication	22,30	1.30				01	01		Exam
Subject 2: Discourse Analysis Subject 3: Labor legislation	22,30	1.30				01	01		
Education unit : horizontal	22,30		1.30			01	01		
Article 1: Foreign Language	22,30		1.30			01	01	Continuous	
Biannual Total 1	337.30	12.00	10.30		315.00	16	30		

Second semester:

Education Unit	Biannual hourly volume	Weekly Hourly Volume				The labs	Credits	evaluation Type	
	weeks 16 - 14	Lecture	Guided Works	Applied Works	Other Works			Continuous	Exam
Education Units : Basic	180	06	06			09	20		
Subject 1: The Epistemology of Media and Communication Sciences	45	1.30	1.30			03	05	Continuous	Exam
Subject 2: Planning in Public Relations	45	1.30	1.30			02	05	Continuous	Exam
Subject 3: Communication Skills in Public Relations	45	1.30	1.30			02	05	Continuous	Exam
Subject 4: Persuasive and Argumentative Communication	45	1.30	1.30			02	05	Continuous	Exam
Education Units : Methodology	90	3.00	3.00			04	07		
Article 1: Methodology Forum	45	1.30	1.30			02	04	Continuous	Exam
Subject 2: Qualitative and Quantitative Approaches	45	1.30	1.30			02	03	Continuous	Exam
Education Units : Expeditionary	45	3.00				02	02		
Article 1: Designing Campaigns	22,30	1.30				01	01		Exam
Subject 2 Communication technology and public space	22,30	1.30				01	01		
Education unit : horizontal	22,30		1.30			01	01		
Subject 1: Foreign Language	22,30		1.30			01	01	Continuous	
Biannual Total1	337.30	12.00	10.30		315.00	16	30		

The third semester:

Education Unit	Biannual hourly volume	Weekly Hourly Volume						evaluation Type	
	weeks 16 - 14	Lecture	Guided Works	Applied Works	Other Works	The labs	Credits	Continuous	Exam
Education Units : Basic	180	06	06			09	20		
Subject 1: Publicity	45	1.30	1.30			02	05	Continuous	Exam
Subject 2: Communication culture within the organization	45	1.30	1.30			02	05	Continuous	Exam
Subject 3: Communication and Crisis Management	45	1.30	1.30			02	05	Continuous	Exam
Subject 4: Image of the organization and Mass Communication	45	1.30	1.30			02	05	Continuous	Exam
Education Units : Methodology	90	3.00	3.00			04	07		
Subject 1: Preparation of a memorandum	45	1.30	1.30			02	04	Continuous	Exam
Subject 2: Production and preparation of public relations materials	45	1.30	1.30			02	03	Continuous	Exam
Education Units : Expeditionary	45	3.00				02	02		
Subject 1: Entrepreneurship	22,30	1.30				01	01		Exam
Subject 2 Public relations applications in Algeria	22,30	1.30				01	01		
Education unit : horizontal	22,30		1.30			01	01		
Subject 1: Foreign Language	22,30		1.30			01	01	Continuous	
Biannual Total1	337.30	12.00	10.30		315.00	16	30		

Fourth semester:

Field: Humanities

Section : Media and Communication Sciences

Specialization: Communication and Public Relations

An internship in an organization that culminates in a memorandum to be discussed

	Weekly hourly volume	Laboratory	Credits
Personal work			
Internships (Memo)	07	11	21
Encounters	03	05	09
Other works (specify)			
Sixth semester total 4	150 (15x10)	16	30