

Course Title	PUBLIC RELATIONS
Course Code	MKT 120
Course Purpose and Objectives	This course examines the importance of public relations in the business environment and investigates the role of ethics in public relations. The course will instill a systematic understanding of the importance of public relations by the implementation of effective PR strategies. It will also enhance the students' understanding of the consequences of unethical behaviour in PR strategies and students will be encouraged to develop and apply effective strategies in international public relations.
Learning Outcomes	<ol style="list-style-type: none"> 1. Explain the origin and growth of public relations in the global environment. 2. Apply the basic concepts of effective public relations strategies in organizational success. 3. Explain the ethical practice of public relations in today's fast-changing business environment. 4. Apply PR strategies in a variety of profit and non-profit organizations. 5. Explain the role of public relations in a variety of organizations.
Course Content	<ul style="list-style-type: none"> • The role of public relations • Ethics and professionalism in PR • The public relations process • PR strategies • Public relations and the law • Application of strategies • Communication processes