LEBANESE INTERNATIONAL UNIVERSITY

Major Title: Bachelor of Communication Arts (Public Relations)
Major Code: BACPR
Level: underGraduate
Number Of Credits: 108
Date: 05-11-2025

Bachelor of Communication Arts (Public Relations) (BACPR)

Program Objectives

Objective	Description
PO-1	Provide students with knowledge and understanding of principles and concepts of public relations.
PO-2	Help students analyze cases in public relations.
PO-3	Define the theoretical and practical approaches in public relations.
PO-4	Transmit to students the interest of public relations from history and theory classes to technical and hands-on cases.
PO-5	Enhance students' critical thinking.
PO-6	Recognize public relations in everyday life.
PO-7	Prepare students for careers in public relations to be able to successfully compete in the marketplace.

Program Learning Outcomes

Outcome	Description
PLO-1	Define the fundamentals in Public Relations.
PLO-2	Describe the elements and principles of Public Relations to produce a PR campaign.
PLO-3	Explain the relationship of Public Relations to other fields of specialization like digital marketing, advertising as well as websites and social media.
PLO-4	Acquire and practice the knowledge of basic Public Relations concepts.
PLO-5	Relate methodological techniques of in Public Relations to execute contents that are meaningful for the public.
PLO-6	Optimize students' communication both orally, visually and in writing.
PLO-7	Assess information through research; classify and use this information in specific communication jobs.
PLO-8	Develop Public Relations' campaigns that communicate with a specific client or target group.
PLO-9	Enhance the students' skills in executing campaigns from specified themes and valid concepts in collaboration with the end user.
PLO-10	Create an academic portfolio to be used when applying for future job vacancies.