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)

Core Requirements

Code	Title	Credits	Prerequisites	Corequisites
ADVR300	Advertising Theory & Practice	3	COMM200	
ARTS350	Photography	3	ENGL151	
COMM200	Introduction to Communication Studies	3	ENGL101	
COMM220	Rhetoric & Persuasion	3	ENGL151	
COMM225	Workshop	3	ENGL101	
COMM265	Performance Theory & Practice	3	COMM200	
COMM285	Theories of Perception	3	ENGL151-COMM200	
COMM305	Artificial Intelligence and Mass Media	3	COMM285-COMM200	
GDES270	Design Software I	3	CSCI200	
JORN285	Travel Journalism	3	COMM200	
PREL300	Public Relations Principles & Concepts	3	COMM200	
	Total	33		

Major Requirements

Code	Title	Credits	Prerequisites	Corequisites
COMM300	Media Laws & Ethics	3	COMM285	
COMM310	Research Methods in Communication Arts	3	COMM285	
COMM320	Radio-TV Announcing	3	COMM200-ARAB200	
COMM330	Media Planning & Audience Analysis	3	COMM285	
COMM400	Media Management	3	COMM330	
PREL360	Public Relations Practice & Analysis	3	PREL300	
PREL375	Specialized Writing in Public Relations	3	PREL300	
PREL380	Communication Tools in Public Relations	3	PREL300	
PREL405	Public Relations Event management	3	PREL360	
PREL420	Crisis Communication in PR	3	PREL360	
PREL430	Public Relations Campaign	3	PREL360	
PREL445	Critical Inquiry & Public Relations	3	PREL360	
PREL450	Public Relations Workshop	3	PREL360-PREL375	
PREL455	Public Speaking	3	PREL300	
PREL465	Public Relations and Brand Management	3	PREL300	
PREL495	Senior Study in Public Relations	3	PREL420	PREL430
RATV316	Mobile Media	3	COMM200	
RATV370	Writing for Radio and TV	3	COMM285	COMM320
	Total	54		

General Education Requirements

Code	Title	Credits	Prerequisites	Corequisites
ARAB200	Arabic Language and Literature	3		
CULT200	Introduction to Arab - Islamic Civilization	3		
ENGL201	Composition and Research Skills	3	ENGL151	
ENGL251	Communication Skills	3	ENGL201	
	Total	12		

General Education Electives				
Code	**Title**	**Credits**	**Prerequisites**	**Corequisites**
	Elective	3		
	Elective	3		
	Elective	3		
	Total	9		