School	Arts and Sciences		
Major	Bachelor of Communication Arts (Public Relations)		
Core Requirements			
Code	**Title**	**Credits**	**Description**
ADVR300	Advertising Theory & Practice	**3**	Advertising Theory and Practice provides a comprehensive overview on Advertising, its role in building a brand's image and brand equity, its diverse techniques used to influence people's mind by satisfying or creating consumers' needs, its communicational impact on society that keeps on generating trends as well as its persuasive force in increasing sales and encouraging consumers to make the purchase. Broad attention is given to key subjects such as advertising agency practices, branding, media planning, creative and marketing strategies.
ARTS350	Photography	**3**	Photography is addressed to all students who wish to learn about digital photography basics, eventually, how to use a digital camera and lenses. Students will learn terms and theory using manual techniques in a digital single lens reflex camera. This course involves the power of images through image language, composition and philosophy. It covers as well the use of the digital dark room for the enhancement of ideas, products and /or creative necessity. It leads students towards a deeper understanding of light, key value, equipment and camera controls
COMM200	Introduction to Communication Studies	**3**	Introduction to Mass Communication introduces students to the central concepts of image theories in communication and the operation of the media industries. It is an introduction to the history, structure, process and social environment of each medium in the communication industry; an overview of the emerging technology in mass media and its social impact. It is a study of the development, principles and effects of Print, Public Relations, Advertising, Radio, TV, film and Computer/Online-Generated communication. Particular attention will be given to the study of different types of mass and interactive media and how they function in modern society. It reviews the historical and regulatory bases of the media along with their social implications.
COMM220	Rhetoric & Persuasion	**3**	Rhetoric and Persuasion provides students with the foundation to understand the definition of key terms, offering a retrospective glance to the historical foundations of rhetoric and persuasion. It provides insights on important considerations of the persuasion on the social through rhetoric. It provides a model for professional practice focusing on developing skills in critical self-reflection, as well as professional persuasion.
COMM225	Workshop	**3**	Workshop I is an entry-level course that will introduce students to the fundamentals of video making. Students will learn to use video and sound as an effective form of communication, and will learn how to successfully utilize those elements separately and simultaneously, to be able to transform an idea into a persuasive story.
COMM265	Performance Theory & Practice	**3**	Performance Theory and Practice introduces students to the ambiguity that lies in trying to define what "performance" as a discipline might mean, which makes this course very challenging. It is very essential to note that "performance" in not "theatre", without neglecting the fact that performing is a part of acting. The subject in action is not an actor; he is only experiencing a new "game' where others, as subjects (physical and emotional) are taking part in this game. What comes out of this "game" is what will mark the journey of each and every subject involved in this class. It is not a theatre course, but it involves character games, breathing techniques, mediation and a rough body work. And because the discipline is still "under construction" all around the world, the "game" is set between the students and the "facilitator." Hence, the facilitator i.e. the instructor is part of the game. It is all about a "behavior" in front of an audience.
COMM285	Theories of Perception	**3**	Theories of Perception is an introductory course on communication languages and perception modes in relation to the technology of image production. It is an investigation of the semiotics of representation and perception throughout different medium usage and major art and media movements. It also covers the development of image theories and representation toward the various elements of communication and throughout history in relation to technology as a major variable for the image production.
COMM305	Artificial Intelligence and Mass Media	**3**	This course provides an in-depth exploration of the intersection between artificial intelligence (AI) and mass media. It examines how AI technologies are transforming media production, distribution, and consumption. Students will analyze the ethical implications, the impact on journalism, advertising, and public relations, and the role of AI in shaping societal narratives.

GDES270	Design Software I	**3**	Design software 1 introduces students to aiding software for Graphic Design. Using the Adobe suite, Adobe Illustrator plays a significant role in graphic design. As a vector oriented software, illustrator opens a gateway of opportunities for a graphic designer to work with ease in implementing the essential work for print, web and other media. Adobe InDesign complements Illustrator at producing multiple page content instead of art boards and by that, playing an essential role at strengthening sense of layout and identity. Adobe Photoshop plays a major role in photo editing. Accompanied by Adobe illustrator, these 2 software manage to create most demanding projects especially that of print. The student will have the opportunity to learn and practice the essentials in these software. Keeping the sketchbook to bring up ideas to life, the designated software shall add ease and speed rather than the long timed labor of manual work.
JORN285	Travel Journalism	**3**	Travel Journalism provides students with the foundation to understand the setting of the fundamental writing skills required by freelance writers. It exposes students to the experience and savoir-faire of successful travel writing. Flexible in its approach, the course teaches the craft of creating travel media through writing and photography, covering diverse topics of journalism and blogging. The objective is to address markets' needs through building skills in the chosen medium and creating and marketing the writer's personal brand.
PREL300	Public Relations Principles & Concepts	**3**	Public Relations Principles and Concept introduces students to the basic principles of public relations. In this course, students will learn how to identify the main concepts and principles in the field of public relations, which will further be elaborated on, in subsequent courses. The course will also provide students with the knowledge to practice the basics of PR
General Education Requirements			
Code	**Title**	**Credits**	**Description**
ARAB200	Arabic Language and Literature	**3**	تهدف هذه المنهاج التي تستمر لمدة 15 أسبوعًا إلى رفع مستوى الكفاءة في اللغة العربية من المستوى المتوسط إلى المستوى المتقدم. سيعزز الطلاب قواعد اللغة والمفردات المتوسطة، ويتقنون التراكيب الجملية المعقدة والأزمنة، ويحسنون مهارات القراءة والكتابة والاستماع والتحدث يتضمن المنهاج تحليل النصوص المتقدمة، والتواصل في الأعمال، والتعرض للهجات العربية المختلفة. الوعي الثقافي والديناميات الاجتماعية اللغوية جزء لا يتجزأ منالمنهاج، مما يعد الطلاب لاستخدام العربية في العالم الحقيقي والمهني. تهدف المنهاج إلى رفع الطلاب إلى مستوى الكفاءة ب2 حسب الاطار الأوروبي، مما يمكنهم من المشاركة في مناقشات معقدة وسياقات مهنية.
CSCI200	Introduction to Computers	**3**	This course introduces students to the fundamental concepts of computer science and technology, with a focus on practical applications and interactive learning. Designed for Generation Z students pursuing degrees in basic Education in English, Math, or Science, the course emphasizes hands-on experience, critical thinking, and the use of modern tools and platforms. The philosophy centers around fostering digital literacy and responsible use of technology, recognizing the importance of equipping future educators and professionals with essential tech skills. By the end of the course, students will be proficient in using common software applications, understand basic computer hardware and operating systems, and apply problem-solving skills to real-world scenarios using computer tools. The impact of this course extends beyond technical proficiency, as it aims to develop students' ability to navigate the digital world effectively, enhance their educational and professional opportunities, and promote a culture of continuous learning and adaptation in a rapidly evolving technological landscape.
CULT200	Introduction to Arab - Islamic Civilization	**3**	This course delves into the intellectual and cultural achievements of Arab-Islamic civilization, aiming to expose students to the significant contributions made by Arab scholars in science, philosophy, literature, and the arts. Rooted in the philosophy that open-minded inquiry fuels intellectual advancement, the course emphasizes the holistic and curious approach of historical Arab scholars who transcended dogmatic limitations. Through exploring these achievements, students will gain a broader perspective on the development of global knowledge, recognizing the pivotal role of Arab-Islamic civilization in connecting ancient and medieval worlds. By the end of the course, students will appreciate the interconnectedness of human knowledge and be inspired to adopt a spirit of curiosity and respect for diverse intellectual traditions in their pursuits. The medium of instruction is in both English and Arabic.

ENGL201	Composition and Research Skills	**3**	Welcome to the next step in your academic writing journey! This course marks an advancement in students' academic writing development, focusing on the fundamental skills of summarizing, paraphrasing, and synthesizing information. Building upon prior English Language knowledge, the course aims to enhance students' critical thinking and academic writing competencies. Students will engage with a diverse range of texts from various disciplines, developing effective strategies for responding to and integrating these sources within their written work. Through practical application, students will focus on composing different essay forms, while also refining their ability to construct clear, grammatically correct sentences and expanding their academic vocabulary and diction. Upon completion of this course, students will be well-prepared to produce thoroughly researched and synthesized essays, demonstrating their proficiency in advanced academic writing.
ENGL251	Communication Skills	**3**	Thriving in today's fast-paced, digitally connected professional world requires strong and adaptable communication abilities, making ENGL251 – English Communication Skills an essential foundation for career readiness. This course aims to develop students' mastery of key principles and strategies that underpin effective communication across various professional scenarios. Rooted in the belief that communication proficiency grows through both conceptual understanding and hands-on practice, the course blends focused instruction with applied, real-world tasks. Students will explore audience awareness and message design using the 3-X-3 writing process as a framework for producing clear, purposeful communication. They will engage with topics such as crafting persuasive and tactful negative messages, communicating professionally in face-to-face settings, and enhancing their employability through the creation of persuasive résumés, cover letters, and strong interview performance. Through a mix of lectures, collaborative discussions, practical exercises, and digital writing assignments, the course fosters an active and participatory classroom environment. Assessment methods include quizzes, a midterm and final exam, as well as targeted business writing tasks, ensuring students are evaluated on both theoretical insight and real-world application. By the end of ENGL251, students will be well-equipped to communicate confidently and effectively in a variety of digital and professional settings. They will be able to tailor their messages to diverse audiences, engage in collaborative communication, and use their English language skills strategically to succeed in the modern workplace.
Major Requirements			
Code	**Title**	**Credits**	**Description**
COMM300	Media Laws & Ethics	**3**	Media Laws and Ethics introduces students to the major legal, ethical and policy issues related to the media. This course will expose students to primary documents and cases as well as to methods of analysis. It will examine freedom of expression and the limitations imposed on such freedoms by statue and by common Law, and will provide students with the foundation necessary to make ethical decisions within their profession focusing on developing analysis techniques and applying them to ethical problems through independent critical thinking and moral sensitivity.
COMM310	Research Methods in Communication Arts	**3**	Research Methods in Communication Arts introduces students to the essentials of conducting a research dealing with communication as a social science. Students will learn how to identify a problem, ask questions and find answers through systematic procedures from a Social Science perspective.
COMM320	Radio-TV Announcing	**3**	Radio/TV Announcing establishes the foundations to understand types of news and delivery techniques. It provides insights on important considerations for vocal ability. The course will expose and guide students to the techniques of delivering news texts when producing quality journalism. It will provide a model for professional anchoring focusing on developing skills in reading news with a self-ability to discover and correct errors in pronunciation.
COMM330	Media Planning & Audience Analysis	**3**	Media Planning and Audience Analysis introduces students to the cooperate today's landscape. Students will learn the social order instituted by modernity, the identity of organizations and the messages being communicated both externally and internally. Students will also learn the importance of audience demographics, psychographics, and product usage variables, which help to make creative media decisions in tune with the changing marketplace.
COMM400	Media Management	**3**	Media management introduces students to the business of media. It allows them to explore the uniqueness of information as a product, shedding the light on two perspective models, namely the market one and that of the public sphere. While the market aims at profits and the public sphere is concerned with public interest, facts, theories and articles related to these issues, are communicated to the students.

PREL360	Public Relations Practice & Analysis	**3**	Public Relations Practice and Analysis introduces students to look into hidden signs or meanings and not only for clear or obvious answers. The principle of analysis will also be tackled in length in order to see how a situation should be assessed before being addressed.
PREL375	Specialized Writing in Public Relations	**3**	Specialized Writing in Public Relations introduces students to the applied work of Public Relations with an applied focus on the many specific writing forms of the profession. The course has two distinct parts that run in parallel: one dealing with internal organizational communication (reports, memos, corporate news, and other forms of communication), and the other external, more concerned with generating media interest and content creation through networking, and Media Relations.
PREL380	Communication Tools in Public Relations	**3**	Communication Tools in Public Relations introduces students to Modern Tools in Public Relations by covering the study of strategic communication principles, guiding social media planning and integration using Web 2.0 tools, new technologies, and the implications of these technologies on people. In this course, students will explore readings and experts on trends in the field such as social networking, blogging, mobile technology, user-generated content and virtual environments.
PREL405	Public Relations Event management	**3**	Public Relations Event Management will give students the fundamentals to become a Public Relation expert in the near future. Event Management is an essence, in which it attracts, inspires and affects the audience. Students will be able to know-how, create and implement an event with all its aspects. During the semester, students will theoretically learn how to initiate an event, organize it and implement it. This course will focus on class participation and forming groups where students will experience creating and implementing an event.
PREL420	Crisis Communication in PR	**3**	Crisis Communication in PR introduces students to the strategic planners and public relations professionals who are expected to prevent and manage organizations' crises. This course highlights the role and significance of communication in crisis management.
PREL430	Public Relations Campaign	**3**	Public Relations Campaign enables students to master the elements of a strategic communications campaign through cases and applications, planning, pitching and implementing a public relations campaign. This course emphasizes the techniques and skills needed to develop campaign strategies to promote a cause, idea, person, or organization.
PREL445	Critical Inquiry & Public Relations	**3**	Critical Inquiry and Public Relations introduces students to Critical thinkers investigate problems, and requirements for good thinking. This course connected between critical thinking and public relations, and introduces the critical thinking processes for solving organizational problems and making public relations decisions, in addition to explore some of the issues facing public relations practitioners in today's increasingly technological and global environment. Senior students work first on academic articles and important cases, then at a later stage, they have to analyze, deconstruct and present their own material.
PREL450	Public Relations Workshop	**3**	Public Relations Workshop introduces students to Public Relations workshops where they will implement concepts studied in PREL 360, PREL375 and PREL455, and apply crisis communication theories, speech elements in many fields, in addition to knowing manners and etiquette in different cultures. This course provides an opportunity for students to work as practitioners of Public Relations within the content of a simulated professional work environment.
PREL455	Public Speaking	**3**	Public Speaking introduces students to the principles of public speaking; It critically examines students' own and others' speeches through interactive practice. The course introduces students to the essential of presentations, job interviews and in more general instances of communication. It is an introduction to the rhetorical study dating back to the Ancient Greeks, their structure and process of public speaking. It invites students to critically examine their speeches as well as other students' in addition to famous speeches for formative purposes.
PREL465	Public Relations and Brand Management	**3**	Public Relations and Brand Management is a senior-level course that explores the interconnected fields of strategic communication and brand identity. This course introduces students to the role of public relations in shaping public perception, building brand value, managing crises, and developing consistent messaging across multiple media channels. Students will critically engage with contemporary PR practices, analyze global case studies, and execute branding and campaign projects that align with organizational goals..
PREL495	Senior Study in Public Relations	**3**	Senior Study in Public Relations enhances students' capabilities to become skilled publicists that are able to present a company or individual to the world in the best light for the role of a public relations department can be seen as a reputation protector. This course introduces students to demonstrate and to express all what they have learned so far in the campaign that they will present by the end of the semester.

RATV316	Mobile Media	**3**	Mobile Media is an exploration of new video technologies involving digital photography and portable video production, post-production and broadcast. It is a study of streaming media for distribution on "hand- held" devices, "video casts" or "Podcast." Students from Beirut Campus, Saida Campus, Nabatiyeh Campus and Tripoli Campus will all work closely together in Beirut and another city of their choice to produce two video mapping projects for each city.
RATV370	Writing for Radio and TV	**3**	Writing for Radio and TV introduces students to the characteristics and rules for effective writing for radio and TV while focusing on writing for simple news and reports. The course teaches students the best ways to write for the ear in the case of writing for radio, while focusing on the two levels that characterize such writing: Voice Over and Natural Sound. As for writing for TV, it gives guidelines on how to write for the eye and ear by using efficiently the four available levels: Picture, Voice Over, Natural Sounds and Graphics.