1	**Course title**	English for Public Relations
2	**Course number**	2201456
3	**Credit hours**	3
	Contact hours (theory, practical)	3
4	**Prerequisites/corequisites**	
5	**Program title**	Bachelor's Degree in Applied English
6	**Program code**	
7	**Awarding institution**	University of Jordan
8	**School**	School of Foreign Languages
9	**Department**	Department of English Language and Literature
10	**Level of course**	Third Year & Fourth Year students
11	**Year of study and semester (s)**	
12	**Final Qualification**	BA
13	**Other department (s) involved in teaching the course**	-
14	**Language of Instruction**	English
15	**Teaching methodology**	☐Blended ☐Online ☐face to face
16	**Electronic platform(s)**	☐e-learning ☐Microsoft Teams ☐Skype ☐Zoom ☐Others…………
17	**Date of production/revision**	Feb 2022

18 Course Coordinator:

Name:
Office number:
Phone number:

Email:

Office Hours:

19 Other instructors:

Name:

Office number:-

Phone number:

Email:

Name:

Office number:

Phone number:

Email:

20 Course Description:

This course is designed for non-native speakers of English. This course focuses on examining the principles and practices that lead to building successful relationships in a more global environment in relation to a business perspective; using technology media to promote or publicize the organization activities; expressions related to public relations in business situations, vocabulary and advertising

21 Course aims and outcomes:

A- Aims: (PLOs)

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1. Demonstrate a mastery of the basic concepts and theories of linguistics in general and in the following linguistic fields, in particular, i.e. phonetics, phonology, morphology, syntax, semantics, discourse analysis, psycholinguistics and sociolinguistics.
2. Develop English language skills by engaging students in a wide range of communicative tasks and activities in academic and non-academic contexts.
3. Discuss general issues concerning nature and function of English language with reference to relevant acquisition principles and implications for teaching and learning.
4. Apply professionally the basic translation principles, skills and techniques to translate texts of various genres from Arabic into English and vice versa.
5. Communicate effectively and appropriately in both spoken and written forms by employing the main technical terms and the basic linguistic features of English in relation to specific fields, namely business, tourism, mass media, hotels, medicine, science and technology.
6. Produce spoken and written texts for a specific disciplinary context using appropriate structure and language features.
7. Utilize scientific research methodologies, higher order thinking skills, critical thinking and creativity in analyzing and observing issues related to the knowledge and skills of the English language.
8. Analyze critically English and Arabic languages in terms of various linguistic levels in different types of discourse and across different social contexts.
9. Use information and communication technology to access databases and international information to develop knowledge, skills, and to generate new knowledge in applied English field.
10. Show respect of cultural diversity, ethics and professional behavior through interacting with and demonstrating appreciation of different literary and linguistic works from a variety of cultures

B- Course Learning Outcomes (CLOs):

Upon successful completion of this course, students will be able to:

No.	Course Learning Outcomes	Program Outcomes										Assessment Tools										
		1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	11
1	Demonstrate knowledge regarding the role and function of contemporary public relations in today's society and in the global economy.		X			X							X	X	X							X	
2	Describe products and services into public relations simulation		X			X							X	X	X							X	

#	Outcome	1	2	3	4	5	6	7	8	9	10	11						
3	Apply vocabulary and expression in business situation	X			X					X	X		X					X
4	Create mini project related to public relations in business operation by using proper media	X			X													

- **Teaching methods include**: Synchronous lecturing/meeting; Asynchronous lecturing/meeting, discussion, and forums.
- **Assessment methods include**: 1. quizzes, 2. assignments, 3. midterm, 4. projects, 5. interview, 6. presentation, 7. filed study 8. term papers, 9. student portfolio, 10. final exam, 11. case studies

22. Topic Outline and Schedule:

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Topic	Week	Instructor	Achieved CLOs	Evaluation Methods	Reference
Unit 1: The Role of Public Relations and Departments	Weeks 1 &2		1-4	In class tasks	Main reference
Unit 2: Public Relations Practice.	Week 3 & 4		1-4	In class tasks	Main reference
Unit 3: Public Relations research	Weeks 5 & 6		1-4	In class tasks	Main reference
Unit 4: Researching PR careers using technology	Weeks 7 &8		1-4	In class tasks	Main reference
Unit 5: PR for non-profit organizations	Weeks 9 &10		1-4	In class tasks	Main reference
Project Presentation	Weeks 11 & 12		1-4	In class tasks	Main reference
Project Presentation	Weeks 13 & 14		1-4	In class tasks	Main reference
Revision	Week 15		All	Discussion	-

23 Evaluation Methods:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	Intended Learning outcome	Period (Week)	Platform
Assignments	15		1-6	1-14	Microsoft Team+ E-Learning
Project	15		1-4	14	E-Learning
Midterm Exam	30		1-6	1-7	On campus
Final Exam	40		1-6	1-14	On campus

24 Course Requirements

Students should have a computer, internet connection, webcam, and account on a Microsoft Teams.

25 Course Policies:

A- Attendance policies:

B- Absences from exams and submitting assignments on time:

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy:

F- Available university services that support achievement in the course:

26 References:

A- Required book(s), assigned reading and audio-visuals:

Marie McLisky - English for Public Relations in Higher Academic Studies - 2011

B- Recommended books, materials and media:

27 Additional information:

Name of Course Coordinator: -----------------------------------Signature: ------------------ Date: ------------

Head of Curriculum Committee/Department: ---------------------------- Signature: -------------------------

Head of Department: --- Signature: ----------------------

e- Syllabus

Head of Curriculum Committee/Faculty: ------------------------------------- Signature: ------------------

Dean: -- Signature: --