

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPP210	Media Relations	4	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	
Course Type	
Course Level	Bachelor Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
1	Introduction.
2	Writing press article
3	Press Release
4	Press article
5	Corporate newspapers ,books, other corporate materials.
6	Invitation letters.
7	Midterm exam
8	Presentation technics
9	Writing for web,
10	Audio-visuels writing.
11	Presentations and case study
12	Presentations and case study
13	Presentations and case study
14	Presentations and case study