



Northern Technical University
Technical Management Institute
- Nineveh
Department of office management techniques



MODULE DESCRIPTION FORM

نموذج وصف المادة الدراسية

Module Information			
معلومات المادة الدراسية			
Module Title	Public relations		Module Delivery
Module Type	Core		<input checked="" type="checkbox"/> Theory <input type="checkbox"/> Lecture <input type="checkbox"/> Lab <input checked="" type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input type="checkbox"/> Seminar
Module Code	OMT102		
ECTS Credits	5		
SWL (hr/sem)	75		
Module Level	1	Semester of Delivery	
Administering Department	Department of office management techniques	College	Technical Management Institute - Nineveh
Module Leader	Abdul Khaliq Salman Jamian	e-mail	abdaukalks@ntu.edu.iq
Module Leader's Acad. Title	Assistant Professor	Module Leader's Qualification	PhD
Module Tutor		e-mail	
Peer Reviewer Name	Name	e-mail	E-mail
Scientific Committee Approval Date	١٣/٠٤/٢٠٢٣	Version Number	1.0



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Relation with other Modules

العلاقة مع المواد الدراسية الأخرى

Prerequisite module	None	Semester	
Co-requisites module	None	Semester	



Module Aims, Learning Outcomes and Indicative Contents

اهداف المادة الدراسية ونتائج التعلم والمحتويات الارشادية

<p>Module Aims اهداف المادة الدراسية</p>	<ol style="list-style-type: none"> 1. Introducing the student to the concepts and scientific foundations of the public relations function that contribute to formulating the organization's policies, plans, and programs in accordance with the trends and demands of the general public or the organization's specific audiences. 2. Enabling the student to understand the concept, objectives and uses of public relations in the field of administrative work, secretarial and office management, and to acquire the required skills
<p>Module Learning Outcomes مخرجات التعلم للمادة الدراسية</p>	<ol style="list-style-type: none"> 1. 1. Creating a background knowledge for the student about public relations and its role in institutions 2. 2. Enabling the student to prepare public relations programs with different audiences
<p>Indicative Contents المحتويات الارشادية</p>	<p>Indicative content includes the following.</p> <ol style="list-style-type: none"> 1- Definition of public relations and its origins 2-Pioneers of public relations 3-The basic principles of public relations, its importance and activities 4- Research, audience, and selection of samples 5- Planning, its types and strategies 6-Communication, its elements and types in public relations 7-Public relations programmes.



Learning and Teaching Strategies

استراتيجيات التعليم والتعلم

Strategies	<ul style="list-style-type: none"> •Clearly define the learning objectives for the unit. Students should understand what they are expected to learn and achieve by the end of the unit. •Promote active learning by engaging students in hands-on activities, problem- solving exercises, and group discussions. This helps students actively participate in the learning process and enhances their understanding •Support Learning: Build the unit in a way that builds on previously learned concepts. Start with foundational topics and gradually progress to more complex ideas. Provide clear explanations and examples to support students' understanding at each stage.
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Student Workload (SWL)

الحمل الدراسي للطلاب محسوب محسوب ل ١٥ أسبوع

Structured SWL (h/sem) الحمل الدراسي المنتظم للطلاب خلال الفصل		Structured SWL (h/w) الحمل الدراسي المنتظم للطلاب أسبوعياً	
Unstructured SWL (h/sem) الحمل الدراسي غير المنتظم للطلاب خلال الفصل		Unstructured SWL (h/w) الحمل الدراسي غير المنتظم للطلاب أسبوعياً	
Total SWL (h/sem) الحمل الدراسي الكلي للطلاب خلال الفصل			٧٥



Module Evaluation

تقييم المادة الدراسية

		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	٢	10% (10)	3,7	
	Assignments	2	20% (20)	5	
Summative assessment	Midterm Exam	2hr	20% (20)	11	
	Final Exam	3hr	50% (50)	16	
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus)

المنهاج الاسبوعي النظري

	Material Covered
Week 1	Definition of public relations and its origins
Week 2	Pioneers of public relations
Week 3-4	The basic principles of public relations, its importance and activities
Week 5-٦	Research, audience, and selection of samples
Week 7-8	Planning, its types and strategies
Week 9-10	Communication
Week 11	Exam
Week 12	Communication, its elements and types in public relations
Week 13	Public relations programmes.
Week 14	Calendar in public relations
Week 15	Preparatory week before the final Exam
Week 16	The week of final Exam



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Delivery Plan (Weekly Lab. Syllabus)

المنهاج الاسبوعي للمختبر

	Material Covered

Learning and Teaching Resources

مصادر التعلم والتدريس

	Text	Available in the Library?
Required Texts	Public relations project book	Yes
Recommended Texts		
Websites		

Grading Scheme

مخطط الدرجات



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Group	Grade	التقدير	Marks (%)	Definition
Success Group (50 - 100)	A - Excellent	امتياز	90 - 100	Outstanding Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C - Good	جيد	70 - 79	Sound work with notable errors
	D - Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E - Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 – 49)	FX – Fail	راسب قيد المعالجة	(45-49)	More work required but credit awarded
	F – Fail	راسب	(0-44)	Considerable amount of work required

Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.