

Ministry of Higher Education and Scientific Research
University of Oum El Bouaghi

Faculty/Institute: social and human sciences

Academic Year 2023/2024

Department: human sciences

First Semester Organization Card, level MASTER 1 Branch: Information and communication specialty:
communication and public relations

| Weights | | Credits | coefficients | Number of weekly practical sessions | Number of weekly tutorials | Number of weekly lectures | Units and their components |
|----------|---------|---------|--------------|--|-------------------------------|------------------------------|---|
| tutorial | lecture | | | | | | |
| | | | | | | | Fundamental Teaching Unit |
| %50 | %50 | 05 | 03 | | 1.30 H | 1.30 H | Module 1: Epistemology of media and communication sciences |
| %50 | %50 | 05 | 02 | | 1.30 H | 1.30 H | Module 2: Public Relations administration |
| %50 | %50 | 05 | 02 | | 1.30 H | 1.30 H | Module 3: Communication and public marketing |
| %50 | %50 | 05 | 02 | | 1.30 H | 1.30 H | Module 4: Modern trends in public relations |
| | | | | | | | Methodological Teaching Unit |
| %50 | %50 | 04 | 02 | | 1.30 H | 1.30 H | Module 1: evaluation of public opinion |
| %50 | %50 | 03 | 02 | | 1.30 H | 1.30 H | Module 2: qualitative and quantitative approaches |
| | | | | | | | Discovery Teaching Unit |
| | %100 | 01 | 01 | | | 1.30 H | Module 1: Rhetoric and communication |
| | %100 | 01 | 01 | | | 1.30 H | Module 2: Labor legislation |
| | | | | | | | Transversal Teaching Unit |
| %100 | | 01 | 01 | | 1.30 H | | Module 1: foreign language |