

**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 2 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	02		1.30 H	1.30 H	Module 1: publicity
%50	%50	05	02		1.30 H	1.30 H	Module 2: Communication culture within the organization
%50	%50	05	02		1.30 H	1.30 H	Module 3: Communication and crisis management
%50	%50	05	02		1.30 H	1.30 H	Module 4: Corporate image and overall communication
							Methodological Teaching Unit
%50	%50	04	02		1.30 H	1.30 H	Module 1: Preparing a thesis
%50	%50	03	02		1.30 H	1.30 H	Module 2: Production and preparation of public relations materials
							Discovery Teaching Unit
	%100	01	01			1.30 H	Module 1: Public relations applications in Algeria
	%100	01	01			1.30 H	Module 2: entrepreneurship
							Transversal Teaching Unit
%100		01	01		1.30 H		Module 1: foreign language