

This is the English translation of the provided Master's program curriculum in **Communication and Public Relations**.

Field: Humanities

Branch: Information and Communication Sciences

Specialization: Communication and Public Relations

First Semester (S1)

Unit / Module	Credits	Coefficient	Weekly Hours (Lec + Tut)	Total Semester Hours
Fundamental Teaching Units	20	09	06h + 06h	180
Epistemology 1: Info & Comm Sciences	05	03	1.30h + 1.30h	45
Public Relations Management	05	02	1.30h + 1.30h	45
Communication and Public Marketing	05	02	1.30h + 1.30h	45
Modern Trends in Public Relations	05	02	1.30h + 1.30h	45
Methodological Teaching Units	07	04	3.00h + 3.00h	90
Public Opinion Assessment	04	02	1.30h + 1.30h	45
Qualitative and Quantitative Approaches	03	02	1.30h + 1.30h	45
Discovery Teaching Units	02	02	3.00h (Lec)	45
Rhetoric and Communication	01	01	1.30h (Lec)	22.30
Discourse Analysis	01	01	1.30h (Lec)	22.30
Transversal Teaching Unit	01	01	1.30h (Tut)	22.30
Foreign Language	01	01	1.30h (Tut)	22.30
Total Semester 1	30	16	22.30h	337.30

Second Semester (S2)

Unit / Module	Credits	Coefficient	Weekly Hours (Lec + Tut)	Total Semester Hours
Fundamental Teaching Units	20	09	06h + 06h	180
Epistemology of Info & Comm Sciences	05	02	1.30h + 1.30h	45
Planning in Public Relations	05	02	1.30h + 1.30h	45
Communication Skills in PR	05	02	1.30h + 1.30h	45
Persuasive and Argumentative Comm	05	02	1.30h + 1.30h	45
Methodological Teaching Units	07	04	3.00h + 3.00h	90
Methodology Seminar	04	02	1.30h + 1.30h	45
Qualitative and Quantitative Approaches	03	02	1.30h + 1.30h	45
Discovery Teaching Units	02	02	3.00h (Lec)	45
Campaign Design	01	01	1.30h (Lec)	22.30
Comm Technology and Public Space	01	01	1.30h (Lec)	22.30
Transversal Teaching Unit	01	01	1.30h (Tut)	22.30
Foreign Language	01	01	1.30h (Tut)	22.30
Total Semester 2	30	16	22.30h	337.30

Third Semester (S3)

Unit / Module	Credits	Coefficient	Weekly Hours (Lec + Tut)	Total Semester Hours
Fundamental Teaching Units	20	09	06h + 06h	180
Advertising	05	02	1.30h + 1.30h	45
Internal Organizational Comm Culture	05	02	1.30h + 1.30h	45
Communication and Crisis Management	05	02	1.30h + 1.30h	45
Corporate Image and Integrated Comm	05	02	1.30h + 1.30h	45
Methodological Teaching Units	07	04	3.00h + 3.00h	90
Thesis Preparation	04	02	1.30h + 1.30h	45

Unit / Module	Credits	Coefficient	Weekly Hours (Lec + Tut)	Total Semester Hours
Production of PR Materials	03	02	1.30h + 1.30h	45
Discovery Teaching Units	02	02	3.00h (Lec)	45
Entrepreneurship	01	01	1.30h (Lec)	22.30
PR Applications in Algeria	01	01	1.30h (Lec)	22.30
Transversal Teaching Unit	01	01	1.30h (Tut)	22.30
Foreign Language	01	01	1.30h (Tut)	22.30
Total Semester 3	30	16	22.30h	337.30

Fourth Semester (S4)

Internship in an organization culminating in a defended thesis.

Component	Credits	Coefficient	Weekly Hours / Total
Internship (Thesis)	15	10	07 Hours
Seminars	15	06	02 Hours
Other Activities	—	—	135 Hours (Total)
Total Semester 4	30	06	135 Hours