### Program Plan for Master’s in Public Relations and Advertising

**Faculty of Mass Communication**

|  |
| --- |
| **Master’s Program in Mass Communication, majoring in Public Relations and Advertising** |
| **First: Program Mission** |
| **To provide high-quality education and research in the fields of Public Relations and Advertising, while adhering to the principles of sustainable development and community service.** |
| **Second: Program Aims** |
| 1. **To establish an educational environment dedicated to research in public relations and advertising, adhering to quality standards and academic accreditation.** 2. **To enhance the scientific knowledge and research skills of graduate students in public relations and advertising, aligning with recognized quality standards.** 3. **To strengthen community partnerships with national bodies and institutions involved in the practical applications of research within public relations and advertising.** 4. **To qualify research cadres to provide consultations, conduct studies, and deliver research services relevant to community needs in the domains of public relations and advertising.** |

|  |
| --- |
| **Attributes of Graduates from a Master’s Program in Mass Communication, majoring in Public Relations and Advertising** |
| **Upon completing the program successfully, graduates are expected to:**   1. **Serve as academic instructors specializing in Public Relations and Advertising within mass communication colleges and departments at local and regional universities.** 2. **Work as public relations practitioners within research departments of public and private institutions and companies.** 3. **Excel as specialists in marketing and advertising research within advertising agencies.** 4. **Conduct quantitative and qualitative academic and applied research in the fields of public relations and advertising.** 5. **Implement marketing, public relations, and advertising research for public and private institutions.** 6. **Conduct surveys and public opinion polling on topics and issues relevant to community interests and development needs.** |

|  |  |
| --- | --- |
| **Program Intended Learning Outcomes (PILOs)** | |
| 1. **Knowledge and Understanding**   **Upon successful completion of this program, graduates will be able to:** | |
| **A1** | **Demonstrate a comprehensive understanding of research strategies and topics relevant to public relations and advertising.** |
| **A2** | **Describe the interconnections between societal issues and the domains of public relations, digital communication, and globalization.** |
| **A3** | **Explain contemporary communication theories that underpin public relations and advertising research.** |
| **A4** | **Identify the scientific methodological steps and statistical procedures necessary for conducting public relations and advertising research.** |
| 1. **Intellectual Skills**   **Upon successful completion of this program, graduates will be able to:** | |
| **B1** | **Analyze societal issues and communication theories within the context of public relations, advertising, communication, and globalization.** |
| **B2** | **Propose research strategies and topics within the fields of digital communication, public relations, and advertising.** |
| **B3** | **Compare and contrast scientific methodologies and research tools applicable to conducting public relations and advertising studies.** |
| **B4** | **Interpret data and statistical findings derived from public relations and advertising research.** |
| 1. **Professional and Practical Skills**   **Upon successful completion of this program, graduates will be able to:** | |
| **C1** | **Employ contemporary communication theories in crafting public relations and advertising research to effectively address societal issues.** |
| **C2** | **Apply public relations and advertising communication skills and strategies throughout the research and study implementation process.** |
| **C3** | **Conduct comprehensive research and studies within the fields of advertising, public relations, digital communication, and globalization.** |
| **C4** | **Master the use of statistical software and treatments appropriate for interpreting data and analyzing results derived from public relations and advertising research.** |
| 1. **General and Transferable Skills:**   **Upon successful completion of this program, graduates will be able to:** | |
| **D1** | **Engage in effective communication with individuals and stakeholders within the fields of public relations and advertising research applications.** |
| **D2** | **Participate proficiently in a research team to undertake studies pertinent to societal issues, communication, and globalization.** |
| **D3** | **Apply digital research methodologies and analytical techniques for the collection and interpretation of findings within public relations and advertising research.** |
| **D4** | **Adhere to research ethics and professional standards throughout the execution of public relations and advertising research endeavors.** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Program Structure** | | | | | |
| **Distribution of courses based on their academic disciplines along with the percentages of total program credit hours** | | | | | |
| **Course Type** | **No. of Courses** | **Course Title** | **Credit Hours** | | **Percentage** |
| **General** | **2** | **Contemporary Communication Theories** | **3** | **6** | **%16.7** |
| **International Communication and Globalization** | **3** |
| **Scientific Research** | **2** | **Media Research Methods** | **3** | **6** | **%16.7** |
| **Statistics for Media Studies** | **3** |
| **Core specialization** | **2** | **Communication and Society Issues** | **3** | **6** | **%16.7** |
| **Digital Communication in Public Relations** | **3** |
| **Major** | **4** | **Special Topics in Public Relations** | **3** | **12** | **%33.3** |
| **Special Topics in Advertising** | **3** |
| **Strategies for Public Relations and Advertising** | **3** |
| **Seminar in Public Relations and Advertising** | **3** |
| **Thesis** | | | **6** | **6** | **%16.7** |
| **Program’s Total Credit Hours** | | | **36** | | **%100** |

|  |  |
| --- | --- |
| **Study System and Mode** | |
| **Study Mode** | **Semesters – Compulsory** |
| **Courses:** | **12 Compulsory Courses + Thesis.** |
| **Study System** | **Regular** |
| **Duration of the Program** | **Two years minimum/ three years maximum** |
| **Total Credit Hours Required for Program Completion:** | **36 Credit Hours** |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Program Study Plan:** | | | | | | | | | | | | |
| **First Year – First Semester** | | | | | | | | | | | | |
| **SN** | **Courses** | **Course Type** | **Code/ No.** | **Credit Hours** | | | | | | | **Responsible Department** | |
| **Theoretical** | **Seminar** | | **Practical** | | **Training** | |
| **1** | [**Media Research Methods**](https://su.edu.ye/ce/wp-content/uploads/sites/20/2023/06/مناهج-البحث-ـ.pdf) | **General** | **MA.PRA.601** | **3** |  | |  | |  | | **Faculty of Mass Communication** | |
| **2** | [**Contemporary Communication Theories**](https://su.edu.ye/ce/wp-content/uploads/sites/20/2023/06/‫النظريات-ـ-الاتصال-المعاصر.pdf) | **General** | **MA.PRA.602** | **3** |  | |  | |  | | **Faculty of Mass Communication** | |
| **3** | [**Communication and Society Issues**](https://su.edu.ye/ce/wp-content/uploads/sites/20/2023/06/الاتصال-وقضايا.pdf) | **Core** | **MA.PRA.603** | **3** |  | |  | |  | | **Department of Public Relations and Advertising** | |
| **4** | [**Special Topics in Public Relations**](https://su.edu.ye/ce/wp-content/uploads/sites/20/2023/06/موضوعات-خاصة.pdf) | **Major** | **MA.PRA.604** | **3** |  | |  | |  | | **Department of Public Relations and Advertising** | |
| **5** | [**Strategies for Public Relations and Advertising**](https://su.edu.ye/ce/wp-content/uploads/sites/20/2023/06/استراتيجات-علاق.pdf) | **Major** | **MA.PRA.605** | **3** |  | |  | |  | | **Department of Public Relations and Advertising** | |
| **Total** | | **5 Courses** | | **15 Credit Hours** | | | | | | |  | |
| **First Year – Second Semester** | | | | | | | | | | | | |
| **SN** | **Courses** | **Course Type** | **Code/ No.** | **Credit Hours** | | | | | | | | **Responsible Department** |
| **Theoretical** | | **Seminar** | | **Practical** | | **Training** | |
| **1** | [**International Communication and Globalization**](https://su.edu.ye/ce/wp-content/uploads/sites/20/2023/06/الاتصال-الدولي-والعولمة.pdf) | **General** | **MA.PRA.606** | **3** | |  | |  | |  | | **Faculty of Mass Communication** |
| **2** | [**Statistics for Media Studies**](https://su.edu.ye/ce/wp-content/uploads/sites/20/2023/06/توصيف-مادة-الاحصاء.pdf) | **General** | **MA.PRA.607** | **3** | |  | |  | |  | | **Faculty of Mass Communication** |
| **3** | [**Digital Communication in Public Relations**](https://su.edu.ye/ce/wp-content/uploads/sites/18/2023/06/الاتصال-الرقمي.pdf) | **Core** | **MA.PRA.608** | **3** | |  | |  | |  | | **Department of Public Relations and Advertising** |
| **4** | [**Special Topics in Advertising**](https://su.edu.ye/ce/wp-content/uploads/sites/20/2023/06/موضوعات-خاصة.pdf) | **Major** | **MA.PRA.609** | **3** | |  | |  | |  | | **Department of Public Relations and Advertising** |
| **5** | [**Seminar in Public Relations and Advertising**](https://su.edu.ye/ce/wp-content/uploads/sites/18/2023/06/حلقة-بحث-ـ-علاقات.pdf) | **Major** | **MA.PRA.610** |  | | **6** | |  | |  | | **Department of Public Relations and Advertising** |
| **Total** | | **5 Courses** | | **15 Credit Hours** | | | | | | | |  |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Second year** | | | | | | | | |
| **SN** | **Courses** | **Course Type** | **Code/ No.** |  | | | | **Responsible Department** |
| **Theoretical** | **Seminar** | **Practical** | **Training** |
| **1** | **Thesis** | **Major** | **MA.PRA.611** |  | **12** |  |  | **Department of Public Relations and Advertising** |
| **Total** | | **1 Course** | | **6 credit hours** | | | |  |
| **Program’s Total Credit Hours** | | | | **36 Credit Hours** | | | | |

|  |  |
| --- | --- |
| **Grading System** | |
| **Excellent** | **90 – 100** |
| **Very Good** | **80 – 89** |
| **Good** | **75 – 79** |
| **Pass** | **65 – 74** |
| **Weak/ Failed** | **> 65** |
| **Weight of course assessments in the final grade calculation for awarding the degree** | **60%** |

|  |  |  |
| --- | --- | --- |
| **Grading System for Thesis Evaluation** | | |
| **SN** | **Examiner** | **Distribution of evaluation marks** |
| **1** | **Thesis Supervisor** | **%10** |
| **2** | **Internal Examiner (a teaching staff member from the Department of Public Relations and Advertising)** | **%15** |
| **3** | **External Examiner (a teaching staff member from another university with a qualification in Public Relations, Advertising, or Mass Communication)** | **%15** |
| **The percentage of the thesis evaluation out of the total final evaluation for awarding the degree** | | **%40** |

|  |
| --- |
| **Admission Requirements:** |
| **In accordance with Articles 12 & 13 of the Prime Minister’s Resolution No.(40) of 2008 concerning the Graduate Studies System in Yemeni Universities.**  **Applicants are required to meet the following criteria for admission:**   1. **Hold a Bachelor’s degree or its equivalent in Mass Communication, with a specialization in Public Relations and Advertising, from a recognized Yemeni university or another accredited institution, with a minimum average grade of "good".** 2. **Successfully pass the entrance examinations determined by the Council.** 3. **Achieve a minimum score of 480 on the TOIFL exam, pass the Arabic language exam specifically designed by the University for this purpose, and pass the ICDL computer skills exam.** 4. **Fulfill any additional requirements specified by the Department, Faculty, and Graduate Studies Councils, ensuring they align with the provisions outlined in the Graduate Studies Regulations of Sana’a University.** 5. **Pay the prescribed tuition fees for the Master’s program.** 6. **Have no record of expulsion from any other university due to disciplinary reasons.** 7. **Admission to two study programs simultaneously is not permitted.** |