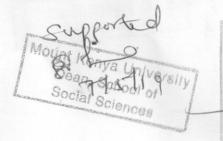


SCHOOL OF SOCIAL SCIENCES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

DIPLOMA IN PUBLIC RELATIONS & DIPLOMACY (DPR&D)

S/N	UNIT TITLE	UNIT CODE	HOURS		146	
	Problemson Technology to Pulsar		THEORY	PRACTICAL	TOTAL	
	YEAR ONE SEMESTER ONE					
1.	Introduction To Public Relations	DJL1108	44	22	66	
2.	News Writing	DJL1111	44	22	66	
3.	Media & Society	DJL2301	44	22	66	
4.	Communication Skills	DUCU001	44	22	66	
5.	Issues in Public Relations	DJL1312	44	22	66	
6.	Computer Skills and Applications	DUCU002	44	22	66	
7.	Theories and Models of Public Relations	DJL 1112	44	22	66	
	YEAR ONE SEMESTER TWO					
8.	Public Relations Management	DJL 1113	44	22	66	
9.	Public Relations Tools	DJL 2110	44	22	66	
10.	Life Skills	DUCU006	44	22	66	
11.	Customer Relations	DJL1319	44	22	66	
12.	Entrepreneurship	DUCU003	44	22	66	
13.	Public Relations Strategies and Techniques	DJL 1215	44	22	66	
14.	Public Relations and the Media	DJL1212	44	22	66	



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1 -	YEAR ONE SEMESTER THE				
	Trefations and Dipionacy	DJL1214	44	22	66
10	6. Organizational Behavior	DBM1308	- 44	22	66
	7. Integrated Media Marketing and Communication	DJL2114	44	22	66
	8. Event Management, Entertainment & Public Relations	DJL2115	44	22	66
19	Human Resource Management	DBM1201	44	22	
20.	Media Law and Ethics in	DJL1313	44	22 22	66
	Communication	2021313	111	22	66
21	. Culture and Public Relations	DJL2212	44	22	
	YEAR TWO SEMESTER	FWO	44	22	66
	J. J. SEMESTER	IWO			
22.	. Media Research	DH 1200	1		
23.		DJL1308	44	22	66
24.		DJL2213	44	22	66
25.		DJL2214	44	22	66
26.		DJL2103	44	22	66
	- Former actions relations	DJL2305	44	22	66
27.	Online Public Relations	DJL 2112	44	22	66
28.	Production Techniques in Public Relations	DJL1314	44	22	66
	YEAR TWO SEMESTER T	HREE			
29.	Public Speaking	DJL2105	44	122	
30.	Crisis Communication	DJL2306	44	22	66
31.	Advertising Strategies in Public	DJL3103	44	22	66
	Relations	DJL3103	44	22	66
2.	Public Relations Writing	DJL3104	44	22	
		DJL5104	77	22	66
3.	Editing, Layout And Design	DJL1209	44	22	66
4.	Digital & Social Media	DJL3105	44	22	66
5.	Reputation Management				00
	Public Relations Campaign	DJL3106	44	22	66
	Management VEAR TUDER GREEN				00
6.	YEAR THREE, SEMESTER TW				
0. 1	Attachment	SDCU003			660

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