

Ministère de l'enseignement supérieur  
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Université 8 Mai 45 Guelma



Faculté des sciences humaines et sociales  
Département des Sciences de l'information  
et de la communication et de la bibliothéconomie  
Filière : Sciences de l'Information et de la Communication

وزارة التعليم العالي والبحث العلمي  
جامعة 8 ماي 45 قالة

كلية العلوم الإنسانية والاجتماعية  
قسم علوم الإعلام والاتصال وعلم المكتبات  
شعبة علوم الإعلام والاتصال

## Master's study program in: Communication and Public Relations

- **Appendix of Public relation Master's program – 1<sup>st</sup> semester (Translation of modules titles in English)**

Evaluation Type		Credits	Coefficient	Weekly study load				Study load	Units
Exam	Continuous evaluation			other	PW	DW	Course	16-14weeks	
		<b>20</b>	<b>09</b>			<b>6:00</b>	<b>6:00</b>	<b>180:00</b>	<b>fundamental units</b>
Exam	Continuous evaluation	<b>5</b>	<b>03</b>			<b>1:30</b>	<b>1:30</b>	<b>45:00</b>	Epistemology of information and communication sciences
Exam	Continuous evaluation	<b>5</b>	<b>2</b>			<b>1:30</b>	<b>1:30</b>	<b>45:00</b>	Public relations management
Exam	Continuous evaluation	<b>5</b>	<b>2</b>			<b>1:30</b>	<b>1:30</b>	<b>45:00</b>	Communication and public marketing
Exam	Continuous evaluation	<b>5</b>	<b>2</b>			<b>1:30</b>	<b>1:30</b>	<b>45:00</b>	The new trends in public relations
		<b>7</b>	<b>4</b>			<b>03:00</b>	<b>3:00</b>	<b>90.00</b>	<b>Methodological units</b>
Exam	Continuous evaluation	<b>4</b>	<b>2</b>			<b>1:30</b>	<b>1:30</b>	<b>45:00</b>	Evaluation of public opinion
Exam	Continuous evaluation	<b>3</b>	<b>2</b>			<b>1:30</b>	<b>1:30</b>	<b>45:00</b>	quantitative and qualitative approaches
		<b>2</b>	<b>2</b>				<b>3:00</b>	<b>45:00</b>	<b>Exploratory units</b>
Exam		<b>1</b>	<b>1</b>				<b>1:30</b>	<b>22:30</b>	Discourse analysis
Exam		<b>1</b>	<b>1</b>				<b>1:30</b>	<b>22:30</b>	Communication rhetoric
		<b>1</b>	<b>1</b>			<b>1:30</b>		<b>22:30</b>	<b>Transversal units</b>
	Exam	<b>1</b>	<b>1</b>			<b>1:30</b>		<b>22:30</b>	Foreign language
		<b>30</b>	<b>16</b>			<b>10:30</b>	<b>12:00</b>	<b>337:30</b>	<b>Total</b>

- Appendix of Public relation Master's program – 2<sup>nd</sup> semester (Translation of modules titles in English)

Evaluation Type		Credits	Coefficient	Weekly study load			Study load	Units	
Exam	Continuous evaluation			other	PW	DW	Course		16-14weeks
		<b>20</b>	<b>09</b>			<b>6:00</b>	<b>6:00</b>	<b>180:00</b>	<b>fundamental units</b>
Exam	Continuous evaluation	<b>5</b>	<b>03</b>			<b>1:30</b>	<b>1:30</b>	<b>45:00</b>	Epistemology of information and communication sciences
Exam	Continuous evaluation	<b>5</b>	<b>2</b>			<b>1:30</b>	<b>1:30</b>	<b>45:00</b>	Public relations planning
Exam	Continuous evaluation	<b>5</b>	<b>2</b>			<b>1:30</b>	<b>1:30</b>	<b>45:00</b>	Communication skills in public relations
Exam	Continuous evaluation	<b>5</b>	<b>2</b>			<b>1:30</b>	<b>1:30</b>	<b>45:00</b>	Persuasive and argumentative communication
		<b>7</b>	<b>4</b>			<b>03:00</b>	<b>3:00</b>	<b>90.00</b>	<b>Methodological units</b>
Exam	Continuous evaluation	<b>4</b>	<b>2</b>			<b>1:30</b>	<b>1:30</b>	<b>45:00</b>	Methodology Forum
Exam	Continuous evaluation	<b>3</b>	<b>2</b>			<b>1:30</b>	<b>1:30</b>	<b>45:00</b>	quantitative and qualitative approaches
		<b>2</b>	<b>2</b>				<b>3:00</b>	<b>45:00</b>	<b>Exploratory units</b>
Exam		<b>1</b>	<b>1</b>				<b>1:30</b>	<b>22:30</b>	Design of campaigns
Exam		<b>1</b>	<b>1</b>				<b>1:30</b>	<b>22:30</b>	Communication technology and public space
		<b>1</b>	<b>1</b>			<b>1:30</b>		<b>22:30</b>	<b>Transversal units</b>
	Exam	<b>1</b>	<b>1</b>			<b>1:30</b>		<b>22:30</b>	Foreign language
		<b>30</b>	<b>16</b>			<b>10:30</b>	<b>12:00</b>	<b>337:30</b>	<b>Total</b>

- Appendix of Public relation Master's program – 3<sup>rd</sup> semester (Translation of modules titles in English)

Evaluation Type		Credits	Coefficient	Weekly study load			Study load	Units	
Exam	Continuous evaluation			other	PW	DW	Course		16-14weeks
		<b>20</b>	<b>09</b>			<b>6:00</b>	<b>6:00</b>	<b>180:00</b>	<b>fundamental units</b>
Exam	Continuous evaluation	<b>5</b>	<b>03</b>			<b>1:30</b>	<b>1:30</b>	<b>45:00</b>	The advertisement
Exam	Continuous evaluation	<b>5</b>	<b>2</b>			<b>1:30</b>	<b>1:30</b>	<b>45:00</b>	Culture's communication inside the company
Exam	Continuous evaluation	<b>5</b>	<b>2</b>			<b>1:30</b>	<b>1:30</b>	<b>45:00</b>	Communication and crisis management
Exam	Continuous evaluation	<b>5</b>	<b>2</b>			<b>1:30</b>	<b>1:30</b>	<b>45:00</b>	Corporate image and global communication
		<b>7</b>	<b>4</b>			<b>03:00</b>	<b>3:00</b>	<b>90.00</b>	<b>Methodological units</b>
Exam	Continuous evaluation	<b>4</b>	<b>2</b>			<b>1:30</b>	<b>1:30</b>	<b>45:00</b>	Memory preparation
Exam	Continuous evaluation	<b>3</b>	<b>2</b>			<b>1:30</b>	<b>1:30</b>	<b>45:00</b>	Creation and preparation of public relations materials
		<b>2</b>	<b>2</b>				<b>3:00</b>	<b>45:00</b>	<b>Exploratory units</b>
Exam		<b>1</b>	<b>1</b>				<b>1:30</b>	<b>22:30</b>	Entrepreneurship
Exam		<b>1</b>	<b>1</b>				<b>1:30</b>	<b>22:30</b>	The practice of public relations in Algeria
		<b>1</b>	<b>1</b>			<b>1:30</b>		<b>22:30</b>	<b>Transversal units</b>
	Exam	<b>1</b>	<b>1</b>			<b>1:30</b>		<b>22:30</b>	Foreign language
		<b>30</b>	<b>16</b>			<b>10:30</b>	<b>12:00</b>	<b>337:30</b>	<b>Total</b>

- Appendix of Public relation Master's program – 4<sup>th</sup> semester (Translation of modules titles in English)

Evaluation Type		Credits 16-14 weeks	Coefficient	Weekly study load				Study load	Units
	Course			Other	PW	DW	Course	16-14weeks	
	Master's thesis discussion	<b>15</b>	<b>10</b>					Internship in the company (End of study dissertation)	
	Master's article discussion	<b>15</b>	<b>06</b>					Seminar	
		<b>30</b>	<b>16</b>				<b>135</b>	<b>Total</b>	