

.1 Course name:	
Electronic Public Relations	
.2 Course code: EPR	
Determined by the academic department	
.3 Semester / Year:	
Annual 2026-2027	
.4 Date of preparation of this description:	
2026/10/15	
.5 Available forms of attendance:	
In-person	
.6 Total number of study hours / total number of units	
60 hours / 2 units per semester	
.7 Name of the course coordinator:	
sara.mohammed@uowa.edu.iq	Assist. Lect. Sara Mohammed Kadhimi
.8 Course objectives:	
Cognitive objectives: -1 Introducing students to the functions of electronic public relations and how to employ them in the service of organizations. -2 Introducing students to the objectives that public relations seeks to achieve in various organizations, and defining those objectives at all social, political, economic, and especially media levels. -3 Learning to use digital applications according to the functions of electronic public relations. Values: .5 Developing skills in reading about topics related to the principles of public relations, and how to benefit from them in developing the student's ideas and style. .6 Developing the student's abilities and instilling values and principles by creating a spirit of creativity and perseverance in him or her. .7 Promoting the spirit of benefiting from technology uses in the field of electronic public relations.	

.8 Instilling the ethics of positive and constructive digital conduct in the student.

Ασσιγνινγ στυδεντς το συβμτ ρεσεαρχη παπερς ον ονε οφ τηε τηεοριεσ τηατ ις τηε συβφεχτ οφ τηε λεχτυρε.

Εξπλαινινγ τηε σχιεντιφιχ ματεριαλ το στυδεντς ιν δεταιλ.

– Στυδεντς παρτιχιπατιον ιν σολωινγ τηε προβλεμς τηεψ φαχε ιν πρεπαρινγ δαιλψ ανδ αππλιεδ ρεπορτς.

Διρεχτινγ στυδεντς το φολλοω τηε ωεβσιτεσ οφ σομε συχχεσσφυλ οργανιζατιονς ιν τηε φιελδ οφ πυβλιχ ρελατιονς

Στανδαρδιζεδ εξαμς το τεστ στυδεντς κνοωλεδγε ανδ δετερμινε ηοω ωελλ τηε λεχτυρε δελιπερψ μετηοδ συιτς τηεμ ανδ ηοω ωελλ στυδεντς γρασπ τηε τηεορετιχαλ ματεριαλ.

.10 Course structure:

First semester

Assessment method	Teaching method	Unit or topic name	Required learning outcomes	Hours	Week
Awardin g marks to participa nts	Explanation and discussion	The concept of electronic public relations	Acquiring knowledge	2	01
=	Explanation and discussion	The origin of electronic public relations	Acquiring knowledge	2	02
=	Explanation and discussion	Objectives of electronic public relations	Acquiring knowledge	2	03
Conductin g a daily quiz on the previou s lecture	Explanation and discussion	Functions of electronic public relations	Skill acquisition	2	04
Conductin g a daily quiz on the	Explanation and discussion	Public relations and its relationship to other communication patterns	Acquiring knowledge	2	05

previous lecture					
Conducting a daily quiz on the previous lecture	Explanation and discussion	Public relations and its relationship to media	Skill acquisition	2	06
Conducting a daily quiz on the previous lecture	Explanation and discussion	Public relations and its relationship to propaganda	Acquiring knowledge	2	07
Evaluation of research papers	Explanation and discussion	Public relations and its relationship to advertising	Skill acquisition	2	08
Evaluation of research papers	Explanation and discussion	The audience of electronic public relations	Acquiring knowledge	2	09
Evaluation of research papers	Explanation and discussion	Means of communication in electronic public relations	Skill acquisition	2	10
Conducting a quick test after the end of the lecture	Skills training	Communication methods in electronic public relations	Acquiring knowledge	2	11
Conducting a quick test after the end of the lecture	Skills training	The importance of the internet for public relations	Skill acquisition	2	12
Conducting a quick test after the end of the lecture	Skills training	Tools of electronic public relations (the opinion poll feature (questionnaire))	Acquiring knowledge	2	13

Conducting a quick test after the end of the lecture	Explanation and discussion	Using search engines - e-mail - Blogs	Acquiring knowledge	2	14
First semester exam					15
Assessment method	Teaching method	Unit or topic name	Required learning outcomes	Hours	Week
Evaluation of student performance	Brainstorming	Electronic communication	Knowledge assessment	2	01
Evaluation of student performance	Brainstorming	Features of effective communication in electronic public relations	Knowledge assessment	2	02
Evaluation of student performance	Brainstorming	Characteristics of electronic communication	Knowledge assessment	2	03
Evaluation of student performance	Brainstorming	Public relations' use of websites	Knowledge assessment	2	04
Conducting a quick test after the end of the lecture	Skills training	The most important public relations websites	Skill acquisition	2	05
Conducting a quick test after the end of the lecture	Skills training	The importance of social media	Skill acquisition	2	06
Conducting a quick test after the end of the lecture	Skills training	Employing websites to serve the objectives of organizations	Skill acquisition	2	07
Conducting a quick test after the end of the lecture	Skills training	An applied model of an organization's website	Skill acquisition	2	08

Evaluation of research papers	Explanation and discussion	Social networking sites and the uses of public relations	Acquiring knowledge	2	09
Evaluation of student performance	Brainstorming	Building reputation through social media	Knowledge assessment	2	10
Evaluation of research papers	Explanation and discussion	Crisis management through social networking sites	Acquiring knowledge	2	11
Project evaluation	Project presentation	Public relations officers and their duties	Skill acquisition	2	12
Project evaluation	Project presentation	Ethics of electronic public relations	Skill acquisition	2	13
Project evaluation	Project presentation	Electronic public relations campaigns	Skill acquisition	2	14
Second semester exam					15
.11 Course evaluation:					
.1 Preparation and daily attendance. .2 Daily and semester exams and the final exam. .3 Participation, discussion, and brainstorming questions inside the classroom. .4 Practical assignments and submission of research papers. .5 Assigning them to follow some websites of certain organizations and to monitor and analyze the public relations work in those organizations.					
.12 Learning and teaching resources:					
A set of lectures prepared according to the course topics, drawn from various sources.			Required textbooks (curricular, if any)		
Dr. Fouada Al-Bakri / Electronic Public Relations.			Main references (sources)		

Al-Bahith Al-'lami Journal, specialized scientific journals, international encyclopedias. Websites, specialized internet sites	Recommended supporting books and references (scientific journals, reports)
Studies and research on internet sites can occasionally be drawn upon.	Electronic references and internet websites