

## Master in: Information and Communication Sciences

### Speciality: Communication and Public Relations

#### *Summary :*

*Training for the Master degree lasts for four semesters. Students during this period are provided with discipline- based knowledge and relevant contents that focus on Communication and public relations that aimed to help students understand ,interpret , analyze,and synthetise texts that are related to the field of Communication and public relations and boost their skills and abilities in the field and make them well prepared for their futur career. Besides,a thesis is submitted in partial fulfillment of the requirements of the degree of Master by the end of the last semester.*

| Field          | Branch                                    | Speciality                            |
|----------------|---|---------------------------------------|
| Human Sciences | Information and<br>Communication Sciences | Communication and<br>public relations |

| Second Semester 2 |             |  | First Semester |             |  | education units              |
|-------------------|-------------|--|----------------|-------------|--|------------------------------|
| balance           | coefficient | the scale  | balance        | coefficient | scale the  |                              |
| 5                 | 2           | Epistemology of media and communication sciences | 5              | 3           | Epistemology of media and communication sciences | _ education units            |
| 5                 | 2           | Planning in public relations                     | 5              | 2           | Public Relations Department                      | _ basic                      |
| 5                 | 2           | Communication skills in public relations         | 5              | 2           | Public communication and marketing               |                              |
| 5                 | 2           | Persuasive and argumentative communication       | 5              | 2           | Modern trends in public relations                |                              |
| 4                 | 2           | Methodology Forum                                | 4              | 2           | evaluation of public opinion                     | _ education units            |
| 3                 | 2           | Quantitative and qualitative approaches          | 3              | 2           | Quantitative and qualitative approaches          | _ methodology                |
| 1                 | 1           | Campaign design                                  | 1              | 1           | rhetoric   | _ education units            |
| 1                 | 1           | Communication technology and public space        | 1              | 1           | Discourse analysis<br>Labor legislation          | _ Exploration                |
| 1                 | 1           | foreign language                                 | 1              | 1           | foreign language                                 | Horizontal<br>unit education |
| <b>30</b>         | <b>16</b>   | <b>total hexagon</b>                             | <b>30</b>      | <b>16</b>   | <b>total hexagon</b>                             | <b>the total</b>             |

| Fourth semester |             |   | Third Semester |             |  | education units           |
|-----------------|-------------|---|----------------|-------------|--|---------------------------|
| balance         | coefficient | the scale                                       | balance        | coefficient | the scale  |                           |
| 21              | 11          | "Internship in the institution "graduation note | 5              | 2           | advertising  | _ education units         |
| 09              | 05          | forums  | 5              | 2           | Communication culture within the organization            | _ basic                   |
|                 |             |   | 5              | 2           | Communication and crisis management                      |                           |
|                 |             |   | 5              | 2           | Corporate image and overall communication                |                           |
|                 |             |   | 4              | 2           | Prepare a note   | _ education units         |
|                 |             |   | 3              | 2           | Production and preparation of public relations materials | _ methodology             |
|                 |             |   | 1              | 1           | entrepreneurship   | _ education units         |
|                 |             |   | 1              | 1           | Public relations applications in Algeria                 | _ Exploration             |
|                 |             |   | 1              | 1           | foreign language   | Horizontal unit education |
|                 |             |   | <b>30</b>      | <b>16</b>   | <b>total hexagon</b>                                     | <b>the total</b>          |