

A brief Course Description

Course Name: Public Relations in Sport and Recreation			
Course Code	PHS 374		
College	College of Education		
Department/ Program	Department of Physical Sports Sciences/ Sports Sciences and Physical Activity Program.		
Year / Level:	Elective Course: 3 rd year/5 th Level - 3 rd year/6 th Level- 4 th year/ 7 th Level.		
Credit Hours	(2) Two		
Contact Hours	Lecture: 2	Lab/Tutorial: None	Training: None
Language	Arabic		
Track (Select)	Elective Course		
Pre-requisites Course:	None		
Co-Requests:	None		
Course Objectives:	<p>This course introduces the concept and principles of public relations and related concepts, public relations functions and objectives in sports` field and recreation and its role in achieving them as institutions` goals. The course classify sports audiences and types of sports and public opinion, and public relations field and recreational media workers` ethics. Students will identify the latest research in public relations recent trends in public relations management of in sports and recreational field.</p>		