

Program	BS PR & Advertising	Course Code	PRAD-408	Credit Hours	3
Course Title	SEMINAR (GUEST SPEAKER, FIELD EXPERTS OF PR & AD.)				
Course Introduction					
Seminar course is designed to focus on critical thinking, analytical processes, and acquisition of specialized knowledge pertaining to the unique and important topics related to PR and advertising. Specialized talks to understand and analyze contemporary issues and debates in the fields of public relations and advertising will be arranged by the students. Field experts on the chosen topics/issues will be invited to gain deep understanding and develop intellectual insights. The talks will be followed by Q&A session or group discussions.					
Learning Outcomes					
The course aims to:					
<ol style="list-style-type: none"> 1. Synthesize and integrate many of the theoretical and practical approaches to the study and application of advertising, public relations, and related communication fields. 2. Provide opportunity to pursue specialized advertising or public relations issues, challenges, and studies not available through regular courses. 					
Course Content				Assignments/Readings	
Week 1-16	1. Different Seminars will be organized.				
Assessment					
1.	Attendance	5%			
2.	Participation and Questioning in the Seminar and in-class activities.	20%			
3.	Seminar organization in group.	35%			
4.	Seminar participation as a panelist.	40%			