

BPR Program Assessment Plan – 2 Years Cycle

Success Indicator	Mapped Courses	CLOs	Assessed in (Quiz/Exam/ Project/Assignment/ Interview)	Year of assessment cycle
PL01: Explain the of role of public relations in governmental and private organizations.				
70% of the students will achieve at or above 70% of PLO	PRP 222 - Principles of Public Relations	CLO1, CLO 2	Assignment Final Exam	First Year
	PRP 321 - Communication and Crisis Management	CLO 1	Final Exam	
	MMC 302 - Public Opinion and Propaganda	CLO1	Project and Presentation	
PL02: Summarize the concepts of Humanities in public relations				
70% of the students will achieve at or above 70% of PLO	MMC 200 - Introduction to Mass Communication	CLO4	Assignment Final Exam	First Year
	PRP 431 - International Public Relations	CLO2	Case Study Final Exam	
	MMC 315 - The Arts of Persuasion	CLO 1	Practical Assignments Projects and Presentation	
PL03: Apply the Public relations strategies in the field of media and mass communication.				
70% of the students will achieve at or above 70% of PLO	Research Methodology	CLO3	Final Research Paper	First Year
	PRP 321 - Communication and Crisis Management	CLO 3	Case Study	
	PRP 331 - Strategic Public Relations	CLO 2, CLO 3	Project and Presentation Assignment and Class Work	
	MMC 213-Media and Communication in UAE	CLO 2	Project and Presentation	

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PLO4:				
70% of the students will achieve at or above 70% of PLO	MMC 412-Public Opinion	CLO 2	Case Studie and Out-of- Class Assignments	First Year
	PRP 222-Principles of Public Relations	CLO 4	Project and Presentation	
	PRP 226 - Public Relations and New Media	CLO 2	Assignments and Class Work	
	PRP 332 - Writing for Public Relations	CLO 4	Reports	
PLO 5: Use the Scientific research results to find innovative solutions in public relations				
70% of the students will achieve at or above 70% of PLO	PRP 321 - Organizational Communication	CLO 4	Project and Presentation	Second Year
	PRP 226- Public Relations and New Media	CLO 3	Project and Presentation	
	MMC 302 Public Opinion and Propaganda	CLO 3	Project and Presentation Final exam	
PLO6: Arrange using the modern techniques within the digital communication in promotional campaigns and mass communication methods				
70% of the students will achieve at or above 70% of PLO	PRP 426 - Production of video, audio and video materials	CLO 4	Final Project	Second Year
	PRP 331 - Strategic Public Relations	CLO 2	Final Exam	
	PRP 332 - Writing for Public Relations	CLO 2	Final Project and Presentation	
PLO7: Achieve professional and Managerial Ethics at the organization				

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70% of the students will achieve at or above 70% of PLO	PRP 332-Writing in Public Relations	CLO 3, CLO 4	Practical Class Work Final Exam	Second Year
	PRP 222-Principles of Public Relations	CLO 3	Project and Presentation	
	PRP 321- Organizational Communication	CLO 4	Practical Assignments	