

**Undergraduate Program: Public Relations
Year 3**

N^o	Module Units
	Language Skills III
1	Specialized English
	French diction
	Specialized Kiswahili
	Specialized Kinyarwanda
2	Research Methodology
	Methods and techniques of research
	Seminar on dissertation writing
	Data analysis software
3	Public Relations Planning and Evaluations
	Public Relations Planning Strategies
	Public Relations analysis and evaluations
4	Multimedia Production
	Desktop publishing
	Web content management
	Motion Picture and Film Production
5	Integrated Marketing Communication
	Marketing Communication Principles
	Integrated marketing communication mix
6	Applied Professional PR Practice
	Case Studies in public relations
	Contemporary issues in PR
	Seminar on public relations
7	Specialized Public Relations
	Public affairs PR and lobbying
	Political Communication
	Events industry and management
8	Advertising and Branding
	Advertising communication
	Branding and Brand management
	Advertising PR Campaign
9	Delivering Professional PR Practice
10	PR Publications Workshop
11	Industrial Attachment
12	Research Project