

**Undergraduate Program: Public Relations  
Year 2**

N <sup>0</sup>	Module Units
<b>1</b>	<b>Language Skills II</b>
	English II
	French II
	Kiswahili II
	Kinyarwanda II
<b>2</b>	<b>Catholic Social Doctrine and Religious Values</b>
	Religious phenomenon in the world
	Social doctrine of the Church
	Christian moral and social problems
<b>3</b>	<b>Media Law and Ethics</b>
	Media Ethics
	Rwanda and International Media Law
<b>4</b>	<b>Reporting with Multimedia</b>
	Computer assisted reporting I
	Web Design and blogging
	Photojournalism
<b>5</b>	<b>Practical Public Relations</b>
	Public Relations Publications
	Rhetoric argumentation and persuasion
	Public Speaking
<b>6</b>	<b>Fundamentals of Public Relations</b>
	Public Relations Principles
	Public Relations tools and Techniques
	Public Relations Ethics
<b>7</b>	<b>Introduction to Marketing</b>
	Marketing Principles and Strategies
	Consumer behaviour and Customer Relations
	Advertising theories and models
<b>8</b>	<b>Media Relations</b>
	Media Relations, strategies and tactics
	Seminar on press review
<b>9</b>	<b>Corporate Communication and Human Resource management</b>
	Corporate identity and Corporate Social Responsibility
	Organizational theory, behaviour and Communication
	Crisis Communication and Conflict management
	Human Resource Management