

Why Join AUT?



AUT students get the chance to benefit from **practical workshops & activities** that better prepare them for success in their studies and careers:

- Initiation to active learning
- Effective stress management
- Succeeding in job interviews
- Talent shows
- International internship programs
- Job placement (local & International)
- Sports clubs (Football, Basketball, Volleyball, etc.)
- Team-building skills
- First-Aid training with Red Cross
- Student Success Office support
- Job fairs & careers
- Cine club

*Students also have frequent meetings with top professionals to get informed about **jobs and market** needs, and network with employers from various sectors.*

AUT students in all majors earn **professional certifications** in addition to their bachelor degree in order to gain them a competitive advantage. AUT students are required to spend **internships** at top companies to become more competitive.

Financial Aid & Scholarships:

AUT offers flexible payment plans (monthly, semestrial, etc...) to suit all students. Schedule your appointment with the Admissions advisor by calling: 76 - 80 80 01 or 09 - 478 143/4 ext. 152 or 246

Availability of double degree programs:

- STATE UNIVERSITY OF NEW YORK EMPIRE STATE COLLEGE - SUNY
- UNIVERSITY OF LONDON - London School of Economics and Political Science
- UNIVERSITY OF LONDON - University College London and Queen Mary College - for Master in Law - LLM Support Office

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FACULTY OF BUSINESS
ADMINISTRATION

Public Relations



What is the role of Public Relations?

Public Relations is the management of communication between an organization or an individual and its public: employees, customers, investors, community, media...

Public relations managers are needed to maintain the integrity of business brands in the eyes of the public.



American University of Technology, Decree N° 846, dated 18/1/2008

What are the benefits of studying Public Relations?

You will:

- Develop your communication skills
- Develop and implement communication plans
- Learn how to use social media
- Learn how to organize events
- Be able to prepare and deliver speeches
- Be able to manage communication during crisis

Where can I be employed when I graduate?

Students graduating with a degree in Public Relations may work in large corporations such as banks and financial institutions, healthcare, hotels, international organizations, educational institutions, political parties, government agencies, restaurants, NGO's.

What topics does the program cover?

- Communication.
- TV, Radio & Print Media.
- Events Planning and Management
- Marketing and Advertising.
- Creation of communication tools
- Public Speaking
- Social Media Impact

Public Relations at AUT:

- 3 years for a Bachelor degree – 100 credits
- Useful internship periods spent at top media and PR companies in Lebanon and abroad
- Real-life projects that introduce you to the reality of work

