

ABSTRACT

CREATIVE PROJECT: CREATING A COMPREHENSIVE TRAINING PROGRAM FOR RECENT SAUDI PUBLIC RELATIONS BACHELOR GRADUATES

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Public Relations training programs link the gap between the theoretical world and the practical world by helping recent PR graduates to enhance their knowledge, skills, and experiences. This creative project examined the curricula of selected PR programs in the United States and the Kingdom of Saudi Arabia to obtain sufficient information and to develop a comprehensive training program for recent Saudi PR graduates. A content analysis examining the curricula presented that the similarities and differences exist in the U.S. and Saudi core courses in PR programs. This paper also analyzed various kinds of training programs, mainly provided by leading PR firms in the U.S., to recognize the significant training topics in public relations industry. Connecting the PR curricula and PR training topics, the researcher suggests particular courses in this comprehensive PR training program.