**Rasha Samir Mohamed**

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**EDUCATION**

**Ph.D., Public Relations, Helwan University, 2016**

Concentrations: Mass communication, Public Relations

Thesis:*The role of public relations in managing the reputation of organizations “An applied research on sample of NGO’s*”

**Master, Public Relations, Helwan University, 2009**

Concentrations: Mass communication, Public Relations

Thesis: *The media coverage for elder people*

**B.A, Media, Public Relations, Helwan University, 2002**

**Awards and Fellowship**

**2020 Fellow in recognition of attainment against the UK professional standards framework for teaching and learning support in higher education.**

**EXPERIENCE**

**Assistant Professor, Gulf University, Bahrain, 2019- Till Now**

**Lecturer, International media institute, 2016-2019**

**Teaching Assistant, Helwan University, 2004-2016**

**Researcher, National Center for Social and Criminal Research (Part Time), 2004-2016**

**PUBLICATIONS**

Rasha Samir (2019). The Israeli propaganda speech via social media (Avichai Adraai page). Scientific Journal of Public Relations and Advertising Research, No. 17, January 2019.

Rasha Samir (2019). Communication strategies used in social marketing campaigns on networks "An applied study on a campaign against bullying". Egyptian Journal of Media Research, Special Issue of the 25th International Scientific Conference of the Faculty of Media, Cairo University, "Media Industry in the light of technological and investment opportunities and challenges", April 2019.

**PRESENTATIONS**

Rasha Samir (2020) (Institutional brand reputation management within the higher education institutes) in the 17th International RAIS Conference on Social Sciences and Humanities, Organized by the Research Association for Interdisciplinary Studies on 1-2 June 2020.

Rasha Samir (2019) Using the New Media as a Tool in Implementing Sustainable Development Plans, Inter-Studies Employment Conference in Digital Media Dealing with Social Issues, Al-Ahram Canadian University, Egypt, (11-12 December 2019).

Rasha Samir (2019) The Importance of Media Literacy In The Age of Digital Media, The Fourth International Conference on Media and Communication, University of Bonn, Germany, from 26-28 September 2019.

Rasha Samir (2019) letters of hypothetical normalization of Israel via the social networking site "Facebook": an analytical study, the fourth scientific conference for International Media Institute Alshorouq Academy, media research and knowledge integration methodology in the context of the current international transformations and their repercussions held in the period 8-9 April 2019.

Rasha Samir (2018) Natnography as a new introduction to the study of cross-cultural communication, Twenty-Third Annual Conference of the American Arab Association of Communication Professors AUSACE, University of Louisiana, USA, from 25-28 October 2018.

Rasha Samir (2017), Parents' Attitudes Towards Educational E-Campaigns and Their Role in Creating Educational Awareness, Twenty-second Annual Conference of the American Arab Association of Communication Professors AUSACE, The American University in Cairo from October 21-24, 2017.

Rasha Samir (2015) The Role of Public Relations and Media in Disseminating Quality Culture in Universities, The Fifth Arab International Conference on Quality Assurance in Higher Education, University of Sharjah, United Arab Emirates from 3-5 March 2015.

**Books:**

• Ahmed Farouk and Rasha Samir (2017), Public Relations and Organization Reputation, Dar Al-Alem Al-Arabi, in the series "Modern Trends in the Media".

**Teaching experiences and learning methods:**

Teaching the following courses during the period of work at Al-Shorouk Academy and the Gulf University:

* Informative material in a foreign language.
* Integrated marketing communications.
* Media campaigns.
* Advertising production.
* Production of the press advertisement.
* Digital Marketing.
* Designing and producing public relations materials.
* Etiquette and protocol.
* Advertising campaigns.
* Principles of advertising.
* Introduction to Public Relations.
* Crisis management in public relations.
* Principles of Sociology.
* Field training.
* Graduation projects.

Where several teaching methods are used to teach students and acquire knowledge and skills related to the courses that are taught, including: cooperative education, groups and workshops, applied cases, brainstorming.

**Courses obtained:**

 2019 program accreditation course for colleges and institutes of higher education.

 2019 data journalism and infographics course.

 2018 press release course.

 2018 cycle of international publishing mechanisms for scientific research within the courses of developing the capabilities of faculty members in the Quality Assurance Unit at Cairo University, provided by the National Authority for Quality Assurance and Accreditation of Education.

 2018 Course on the uses of modern technology in teaching within the courses of developing the capabilities of faculty members in the Quality Assurance Unit at Cairo University, provided by the National Authority for Quality Assurance and Accreditation of Education.

 2018 cycle of assessment methods and status of exam questions submitted by the National Authority for Quality Assurance and Accreditation of Education.

 2017 course in montage programs (After Premiere).

 2017 Mobile Journalist course at Al-Ahram Canadian University.

 2017 driving skills course accredited by the Egyptian Foreign Ministry.

 2017 E-Marketing course approved by the Egyptian Foreign Ministry and Microsoft Corporation.

 2017 Marketing course approved by the Egyptian Foreign Ministry and Microsoft Corporation.

 2017 Academic Leadership Course within the courses of developing the capabilities of faculty members in the Quality Assurance Unit at Cairo University, provided by the National Authority for Quality Assurance and Accreditation of Education.

 2017 InDesign Course.

 2016 web design course.

 2015 Illustrator course.

 2015 Photoshop course.

 2013 Public Relations Specialist from the Central Agency for Organization and Administration of the Arab Republic of Egypt.

 2013 course on creative ways and methods.

 2012 the second-grade leadership course.

 2011the database creation course.

 2011 the crisis and disaster management course.

 2008 obtained the certificate of the International Computer Driving License (ICDL).

 2008 Obtained Certificate of Instructor Preparation (TOT).

**Community service works through training and continuing education:**

 2020 Workshop for Gulf University members in priorities and new trends in mass communication researches.

- 2018 Training employees of the General Authority of Culture Palaces (Central Administration for Training) on ​​marketing for various events, within the "planning and organizing different events" program organized by the Central Administration for Training and Preparation of Cultural Leaders from 17-20 / 12/2018.

 2018 Training staff at the General Authority of Culture Palaces of the Canal and Sinai regions branches on marketing festivals and exhibitions, etiquette rules and protocol, within the "Exhibitions and Festivals Program" program organized by the Central Administration for Training and Cultural Leaders Preparation from 3-11 / 3/2018.

 2018 Training students of the International Higher Institute of Media in communication skills, and skills for passing job interviews.

 2018 Training employees of the General Authority of Cultural Palaces on "media and electronic marketing of events".

 2018 training employees of the Ministry of Social Solidarity on "planning and organizing conferences and exhibitions".

 2017 Training employees of the Ministry of Social Solidarity in planning media campaigns, within the program "Preparing a Public Relations Specialist", organized by the Central Administration for Training at the Ministry of Social Solidarity from February 19 to 23, 2017.

 2017 Training of workers in the central administration of the Ministry of Culture on "Etiquette and protocol rules".

 2017 Training the students of the Higher International Institute of Media in communication skills, and skills for passing job interviews.

 2016 Training the employees of the General Authority of Culture Palaces of the Canal and Sinai regions branches on communication skills, personal communication and methods of their development, communication skills in institutions, and news drafting skills, within the program "Preparing the media reporter" which was organized by the Central Administration for Training and Preparing Cultural Leaders in the period from 25-30 / 12 2016.

**Administration and university service:**

**Administrative Work:**

* Chair of community engagement committee at gulf university

 Member of the committee preparing the master's program in the Department of Mass communication at the Gulf University.

 Member of the Scientific Research Council of the Gulf University.

 Member of the Teaching and Learning Committee and the Program Development Committee at the Gulf University.

 Member of the exam committee of the Gulf University.

 Member of the Quality Committee, at the International Higher Institute for Media in Al-Shorouk Academy.

 Head of the Community Service Unit at the International Higher Institute for Media in Al-Shorouk Academy.

 Vice-President of the Fourth Division Control at the International Higher Institute for Media in Al-Shorouk Academy.

 Secretary and member of the Public Relations Department Council at the International Higher Institute for Media in Al-Shorouk Academy.

 Head of the Professional Guidance Unit at the International Higher Institute for Media in Al-Shorouk Academy.

 Innovation and creativity through the pursuit of innovation and development.

**University activities:**

 2018, 2017, 2016 Organizing the graduation ceremony for Al-Shorouk Academy students in all its institutes.

 2017, 2018-2019 participating in organizing the second, third and fourth sunrise festival for youth creativity, organized by the international high institute for Media in Al-Shorouk Academy.

 2017, 2018, 2019 organizing the second, third and fourth scientific conference of Al-Shorouk Academy.