



Ibn ouf Hassan Ahmed

EDUCATION

Academic Degree: PhD in Media (specializing in Public Relations), Faculty of Mass Communication, Omdurman Islamic University 2012.

MA in Media (specializing in Public Relations), Faculty of Mass Communication, Omdurman Islamic University, 2007.

Bachelor's degree with honors: in Mass Communication (specializing in Public Relations), Faculty of Mass Communication, Omdurman Islamic University, 2004.

ACADEMIC EXPERIENCE

From	To	Job title	Corporation Name	Country	Nature of work
2004	2007	Teaching assistant	Faculty of Information, Omdurman Islamic University.	Sudan	Teaching
2007	2011	Lecturer	Faculty of Information, Omdurman Islamic University.	Sudan	Teaching
June 2012	2013	Assistant Professor	Faculty of Information, Omdurman Islamic University.	Sudan	Teaching
August 2012	May 2013	Head of Public Relations Department	Omdurman Islamic University - Faculty of Information	Sudan	Administrative
June 2013	June 2016	Assistant Professor	Jazan University, Faculty of Arts, Department of Media	Saudi Arabia	Contractor

July 2016	2017	Assistant Professor	Acting Head of Communication Department - Khawarizmi International College	UAE	Contractor
2018	2021	Head of Mass Communication Department	Khawarizmi International College, Department of Communication	UAE	Contractor
2021	Present	Assistant Professor	Khawarizmi International College, Department of Communication	UAE	Contractor

Non-Academic Experience

From	To	Title	Corporation Name	Country	Nature of work
2004	2005	Journalist	Member of the Sudanese Journalists Union	Sudan	Journalist
2006	2008	Trainer	Vision Centre for Public Opinion Studies	Sudan	Teaching
2009	2013	Vice Manager	Samawat Center for Media Studies and Public Opinion	Sudan	Teaching
2009	2011	Holder of press register	Sudanese Journalists Union	Sudan	Member
2011		Member	Journalistic Ethics Committee	Sudan	Member
2018	Present	Trainer	KTS	UAE	Trainer

Professional Development Activities

Type	Activity name / type	Date
Scientific Research	Negative impact of international organizations working in Darfur. A working paper submitted for the Center of Future Studies	2011
	Evaluation of the press performance in Sudan in 2010 (published study - Press and Publications Council)	2011
	Evaluation of the press performance in Sudan in 2011 (published study - Press and Publications Council)	2012
	Research published in the Journal of the Vision Center for Media Studies entitled (Public Opinion in Islam - An Rooting Vision) Building and developing advocacy media (strategic vision) _ Institute for Research and Strategic Studies	2012
	Public Opinion - its concept and development - a contemporary Islamic vision	2013
	Research published in Omdurman Islamic University Journal entitled (Uses of Communication Technology in Public Relations Activities)	2013
	Effectiveness of communication in health awareness (published in the Journal of Institute of Research and Studies of the Islamic World)	2014
	Legal Responsibility for Press Publishing - University of Sharjah - Media Laws and Ethics Conference	2015
	The impact of social networking sites on university student performance - Journal of Strategic Research	2017
	Commitment to professional standards in electronic journalism: An applied study on a sample of electronic journalism workers in the Arab Gulf (Saudi Arabia as a model) Journal of the College of Law	2019
	Published a book entitled Public Opinion and Methods of Measurement - Awaji Publishing and Distribution House, Jordan,	2016

Books	Amman	
	Communication activities of international organizations and their role in shaping international public opinion	2018
	Case Studies in Public Relations (Will be published this year)	2022
Previously attended conferences	The first conference of the Islamic University on e-government.	2006
	Conference of media professionals working abroad	2009
External conferences	Conference on Ethics and Laws of Communication (University of Sharjah)	2016
	Conference on the role of communication in countering terrorism, Zarqa University, Jordan	2016
	Conference on Communication Professional Standards (Abdelhamid Bin Badis University, Algeria)	2018
Consultancies and services	Smouat Center for Media Studies and Public Opinion	2008-2013
Training Courses	Course in Public Relations (Al Jazeera Media Center for Training and Development) - Qatar	2006
	The obligatory course to upgrade the performance of the faculty - Omdurman Islamic University	2006
	A course in press translation, Suna News Agency	2005
	Bridges for Distance Education course at Jazan University	2013
	Presenter of the course of public relations and its role in crisis and disaster management	2019
Attending training workshops - participation or organization	A specialized workshop on population and development communication issues for university media professors.	2007
	ISESCO workshop on the progress of reviewing the impact of satellite media on the social values of Sudanese youth.	2007
	“A workshop on ethics of the profession of journalism” - Press and Publications Council	2008
	A workshop on the proposed draft of press law and media freedom in Sudan. Taiba Press Foundation	2009
	Workshop on media and issues of disabled children - Taiba Press Foundation	2010
	A workshop on preparing curricula for the Higher Diploma in Health	2013

	Communication / University of Medical Sciences and Technology	
	Media and Elections Workshop - Sudanese Journalists Union Sudanese press development workshop during the transitional period	2010 2019
Collaborated in teaching	Collaborated in teaching media and public relations subjects in: Sudan University of Science and Technology. Nile Valley University, East Nile University, Sudan Academy of Communication Sciences. Garden City College. Sudan Academy of Communication Sciences	2006-2013
The subjects he taught	Introduction to Communication Science - Introduction to Public Relations - Production of Media Materials - Planning for Public Relations - Public Opinion - Media Research Methods - Development Communication - Communication Theories - Introduction to Multimedia - New Media Areas and Prospects.	2006-2022
Membership	Board of Faculty of Information Omdurman Islamic University	2003-2011
	Professors Council Omdurman Islamic University	2012
	Board of Public Relations Department Head of Department Faculty of Information, Omdurman Islamic University	2013
	Curriculum Development Committee Faculty of Information, Omdurman Islamic University	2008-2012
	Inspection committee for the first year Acting head Faculty of Information, Omdurman Islamic University	2005-2012
	Bifurcation Committee Faculty of Information, Omdurman Islamic University	2005-2012
	Supervising and discussing postgraduate students (MA) theses specialized in public relations and advertising.	2013
	Head of the Public Relations Committee, Department of Media, Jizan Jazan University	2016
	Curriculum Evaluation and Development Committee, Department of Media, Jazan	2016