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Abstract

The study aims at identifying the level of achieving the concept of quality in the public relations departments in the Saudi universities, from the point of view of the academic elite, the sample of the study in terms of: (program message and objectives, available learning resources, facilities and equipment, adequate field training for students, nature of courses and plans, In these departments, the availability of academic specialization for faculty members concerned with teaching and training in public relations departments under studying).

The study includes theoretical and methodological framework, in addition to the theoretical approach which deals with: the concept of TQM in higher education, quality standards in the academic departments and programs, the requirements of applying the quality concept in the academic programs and finally the obstacles to applying quality in departments and colleges.

The study population is represented in the public relations departments and programs in the Saudi universities and all faculty members of these universities. A sample of 100 faculty members, with a degree of assistant professor, associate professor and professor, who represent the academic elite in three Saudi universities (Umm Al Qura University, King Abdul-Aziz University and King Saud University), was **selected purposefully**.

The researcher relied on the descriptive approach in the sample **survey method**, and the **questionnaire** was used as a data collection tool.

The main results are summarized as follows:

The message of the program was clear and comprehensive, as was the interest of the public relations departments under consideration the quality of the teaching and learning processes and attention to the scientific content of the courses.

The researcher suggested the need to prepare a development plan aimed at providing accurate specialties for faculty members in the field of public relations within the program, as well as creating developed plans that meet the requirements of quality in the field of public relations.

key words: Academic Elite - Quality - Public Relations - Saudi Universities.