

The Art of Outreach

ACADEMIC COURSE OUTLINE

| YEAR & SEMESTER | COURSE CODE | PREREQUISITES |
|-------------------|-------------|---------------|
| Year 2 semester 1 | PRAOR-E | None |

COURSE DESCRIPTION

This course provides a knowledge and practice-based structured approach to understanding and practicing Tabligh, beginning with its fundamental principles and the importance of making meaningful contacts. As the course progresses, students will explore more advanced topics, including navigating real-life scenarios, responding to complex questions, and addressing common misconceptions about Islam. A key focus of the course is learning various methods of Tabligh, such as utilizing social media, creating effective printed or digital materials and establishing connections with local communities. Additionally, students will learn to plan and execute successful Tabligh events, from designing engaging exhibitions to inviting contacts and coordinating guest speakers and managing outreach efforts. By the end of the course, participants will have a comprehensive understanding of effective Tabligh strategies, empowering them to confidently convey the message of Islam with wisdom and clarity.

LEARNING OUTCOMES

By the end of this course, students will be able to:

- Demonstrate a deeper understanding of Tabligh, its principles, purpose and how to make meaningful and long lasting connections.
- Learn to articulate Islamic teachings clearly, tailoring the message to different audiences.
- Actively participate in community activities and events to promote understanding, unity, and positive social change.
- Confidently and respectfully respond to a wide range of questions and misconceptions about Islam, using knowledge-based and effective communication strategies.
- Develop and exemplify key Islamic virtues such as kindness, patience, humility, and compassion in everyday interactions. Embrace personal accountability, striving to live according to Islamic principles and serving as a positive role model for others.
- Navigate different Tabligh scenarios, understanding how to adapt their approach based on the audience, context and setting.
- Utilize various platforms for Tabligh, such as in-person interactions, social media, and printed or digital materials, to effectively convey the message of Islam.
- Plan and organize successful Tabligh events, incorporating engaging exhibitions and outreach to non-Ahmadi guests.

LEARNING DELIVERY FORMAT & REQUIRED EQUIPMENT

- Online Learning
- Laptop or desktop computer with functional microphone and webcam