

## Brief Course Descriptions

<p><b>Introduction to Advertising</b> 0602200</p>	<p>The course deals with the basic concepts and terminology associated with advertising, in addition to the emergence and development of advertising, its characteristics, functions, and objectives, and the relationship of advertising with other advertising activities (marketing, advertising media, advertising agencies, advertising campaigns), and it also explains the legislation and ethical controls that govern advertising activity.</p>
<p><b>Introduction to Fine Arts</b> 0602201</p>	<p>The course seeks to introduce the student to plastic arts. A concept, origin and development, its elements and the plan on which to build the artwork, and how to implement the aesthetic elements in it. The course also focuses on the relationship between the media and plastic arts, and the student explores how artists use digital media technology in building their artworks.</p>
<p><b>Digital Photography</b> 0602202</p>	<p>This course introduces the student to the components and types of digital cameras, the methods of imaging with digital cameras, the elements and components of the digital image, how to process it, its formats, methods of preserving, transferring and converting it, and how to edit, print, browse, save and use the digital image in various works.</p>
<p><b>Mass Communication in Research Methods</b> 0602203</p>	<p>This course includes studying the research methods used in the media and communication sciences, focusing mainly on quantitative and qualitative studies in the various branches of media, identifying areas of their use, along with reviewing and analyzing their most important models (survey studies, empirical research, and content analysis).</p> <p>It deals with the steps to achieve media research in all its stages, starting from selecting the topic and its conditions, to setting the problem, to formulating research hypotheses and questions, defining concepts and terminology, and rules for writing scientific research in the fields of communication and media, and how to present the research report.</p>
<p><b>Writing for Advertising</b> 0602310</p>	<p>This Course deals with the steps and stages through which advertising and letters go in writing, designing, directing and advertising, starting with the determination of their objectives, the creation of an advertising idea, the writing of addresses and advertising texts, the design and coordination of their elements, the production of which takes place in a particular aesthetic form, and the evaluation of their production and technical requirements. The course also trains students to write and design advertisements for traditional and electronic media.</p>
<p><b>Advertising Management</b> 0602320</p>	<p>The course deals with the concepts and functions of advertising, as well as the modern role of advertising agencies. It deals with marketing situation analysis, management and selection of means of advertising, scheduling of the use of advertising means and methods of determining advertising allocations, as well as advertising expenditure in the context of the advertising plan.</p>
<p><b>Integrated Marketing Communications</b> 0602330</p>	<p>The course deals with the concept of integrated marketing communications, its principles, objectives, dimensions and obstacles, and the stages of planning for integrated marketing communication programs, as this knowledge allows students the ability to research and evaluate the market and promotional position of the organization, employ marketing methods and study the target audience, in addition to how to employ various means of communication and media, and promotional activities. (Advertising, sales promotion, personal selling, public relations ...) for the success of integrated marketing communication programs in the traditional and electronic environment.</p>

<p><b>TV and Radio Advertising</b> <b>0602340</b></p>	<p>The course addresses the basic concepts and elements of advertising communication, the characteristics of radio and television communications and advertising, as well as the elements and stages of designing a radio advertisement, and how to write and record a script for a radio advertisement. He also discussed the stages of designing a television ad and its sources of discretionary and material activity, writing the script for a television advertisement and directing it according to the local and international ethics and charters of radio and television advertising.</p>
<p><b>Printed Advertising</b> <b>0602351</b></p>	<p>The course aims to introduce students to the printed declaration, its types, forms, properties and characteristics. It also addresses the date of the printed advertisement and its role in influencing the masses, the foundations and arts of printed advertising, the design and implementation elements of printed advertisements, the printing methods and materials appropriate for each form, and the analysis of the various types of printed advertisement.</p>
<p><b>Planning Advertising Campaign</b> <b>0602360</b></p>	<p>The course focuses on defining the advertising campaign, its content, characteristics, and types. It provides students with the basics of planning an advertising campaign, the role of advertising in marketing planning, how to build and coordinate an advertising message strategy, choose an appropriate advertising medium, and then evaluate the advertising campaign. The practical aspect: choosing topics that require an advertising campaign, and assigning students to prepare and implement them</p>
<p><b>Direct Marketing</b> <b>0602430</b></p>	<p>The course deals with the concept, origins, importance and functions of direct communication. It also provides the student with information about marketing planning, its stages, the marketing environment, market segmentation, and marketing decisions, in addition to evaluating marketing activity, electronic marketing, and the ethical and legal considerations of marketing.</p>
<p><b>Branding and Trademark</b> <b>0602431</b></p>	<p>This course deals with explaining the definition of trademarks, their importance and functions, and distinguishing them from others that may be mixed with them. Then the course deals with trademark registration by stating what can be registered trademarks and what is suitable for that, the substantive and procedural conditions that must be met to register a trademark, and the implications for it. Trademark registration in terms of establishing the right to own the trademark and the right to dispose of it. The legal protections prescribed for the trademark owner. The course also describes the provisions for a well-known trademark and how to protect it.</p>
<p><b>Advertising and Social Media</b> <b>0602432</b></p>	<p>This course deals with the meaning of advertising and creative strategies in advertising that enable the learner to design an effective and successful advertisement, and it shows the types of advertisements with a focus on electronic advertisements, the role of the Internet in enriching the advertising culture, in addition to the role of modern social networks in developing and activating advertising, and connecting to the largest number of The target audience, and discuss the advantages and disadvantages of these networks, especially with regard to electronic marketing.</p>
<p><b>Strategic Advertising</b> <b>0602470E</b></p>	<p>The course deals with the basics of advertising in changing concepts and convictions of the consumer in order to go through a new experience and stimulates sales to create a registered trademark of the brand to take place in the market and thus gain the knowledge of a registered trademark. Students learn how to use the basics of advertising in the relationship between the customer and the agency for propaganda and the organizational restructuring, how to target the consumer and understand the needs and desires of the consumer and incentives and identify insights and consumer interests, determine the goals of advertising and the development of the implicit messages in advertising, production, media planning and advertising management and advertising budget and time needed and measure the performance of advertising campaigns</p>

<p><b>Electronic Advertising</b> <b>0602480E</b></p>	<p>This course aims at explaining what is working and not working on the Internet, and answering all the most vital questions regarding online advertising and marketing. The course also investigates developments in digital and interactive media, the online advertising environment and online media/advertising consumption. Students will gain practical skills in how to use online environment for advertising: How to target particular audience, manage online content and digital objects, and other practical considerations such as how to utilize social media and its implications on online advertising.</p>
<p><b>International Advertising</b> <b>0602481</b></p>	<p>This course aims to introduce the concepts of the international declaration, its importance, types, stages, management, functions, and the marketing, promotional, cultural and social variables within which it operates. It also focuses on the target party of the advertisement and how to deal with it. It addresses the social, economic and ethical dimensions of advertising. It also examines advertising strategies, management, stages, tools and mechanisms, the art of designing and outputting it, the message it conveys and its purpose. The course also focuses on advertising campaigns, their types, planning and implementation methods. It also deals with advertising agencies, companies and media of all kinds and their role in conveying the advertisement to the target parties. The course focuses on planning and implementing international advertising campaigns, its mechanisms and tools.</p>
<p><b>Internship in Advertising</b> <b>0602490</b></p>	<p>This course deals with field training for students in one of the institutions specialized in advertising in order to give them the opportunity to gain practical experience in the field of advertising through observing and practicing the practical application of the knowledge and scientific methods that they studied in the Communication and Media program. Provided that the student produces advertising materials that prove the seriousness of his training and his interaction with the training environment.</p>
<p><b>Graduation Project in Advertising</b> <b>0602499</b></p>	<p>In this course, students, in the form of groups, under the supervision of one or more members of the faculty, implement a project in the advertisement in which the students' knowledge and experiences gained during their university studies are embodied, especially the advertising courses, and the research and implementation tasks are divided into weeks of the final semester and includes evaluation Presenting and discussing the project before a committee with one or more members from outside the college and experts in the field of advertising.</p>