



Templates for course specifications

University: Cairo

Faculty: Mass Communication

Department: English

Academic year: 2023 /2024

Course specifications

1- Course data:		
Code:	Title: writing for PR and Advertising	Level: third
No of studying units: theoretical / practical:		

2- Overall aims of course:	The course familiarizes students with various forms of persuasive writing and requires them to develop a writing portfolio that demonstrates their ability to write for diverse audiences. Assignments include campaign plans, news media kits, speeches, video scripts , brochures , press releases , printed advertisements , content marketing forms and utilizes the AI techniques in PR and advertising writing .
3- Intended learning outcomes of course (ILOs)	
a) Information and concepts	a/1 know the concept of writing process a/2 recognize the differences between different writing strategies and styles a/3 recognize the benefits of AI tools in writing . a/4 know the differences between writing for PR and Advertising .
b) Intellectual skills	b/1 understand the writing process in general b/2 perceive the stages of writing b/3 understand how to use new technological tools in

	<p>writing</p> <p>b/4 differentiate between various writing formats</p> <p>b/5 understand the process of writing for PR</p> <p>b/6 understand the process of writing for Advertising</p>																				
c) Professional and practical skills concerned to the course	<p>c/1 apply Ai tools in writing</p> <p>c/2 write correct and effective PR tools</p> <p>c/3 plan a complete content marketing campaign</p> <p>c/4 implement tv ads scripts</p> <p>c/5 write various types of printed and social media ads.</p>																				
d) General and transferable skills	<p>D/1 work in a team</p> <p>D/2 use the new technology</p> <p>D/3 present the ultimate projects through out the academic year</p>																				
4- Course contents:	<table border="1"> <thead> <tr> <th rowspan="2">Week</th> <th rowspan="2">Content</th> <th colspan="2">Studying Hours</th> </tr> <tr> <th>Theoretical</th> <th>Practical</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>The process and importance of writing + presenting the course description</td> <td></td> <td></td> </tr> <tr> <td>2</td> <td>The different writing strategies and styles</td> <td></td> <td></td> </tr> <tr> <td>3</td> <td>Different PR tools and informative writing</td> <td></td> <td></td> </tr> </tbody> </table>			Week	Content	Studying Hours		Theoretical	Practical	1	The process and importance of writing + presenting the course description			2	The different writing strategies and styles			3	Different PR tools and informative writing		
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			Theoretical	Practical																	
	1	The process and importance of writing + presenting the course description																			
	2	The different writing strategies and styles																			
3	Different PR tools and informative writing																				

	4	Persuasive writing techniques			
	5	Writing press releases and speeches			
	6	Writing brochures			
	7	MIDTERM			
	8	Writing , printed and social media ads.			
	9	Writing digital story telling			
	10	content marketing techniques and the differences with copy writing			
	11	AI tools in writing for PR			
	12	AI tools in writing for ads.			
	13	Students presentations			
	14	Revision			
	15	Final exam			
	5- teaching and				

learning methods:	5/1 lecture 5/2 sections and labs 5/3 workshops 5/4 presentations 5/5 guest speakers														
6- Teaching and learning methods for limited skills students:	6/1 lectures 6/2 workshops 6/3 labs														
7- Student assessment methods:															
a) Methods used:	7/A/1 midterm exam 7/A/2 presentation and participation 7/A/3 project 7/A/4 final written exam														
b) Assessment schedule:	<table border="1" data-bbox="539 1267 1046 1541"> <thead> <tr> <th>Schedule</th> <th>Assessment</th> </tr> </thead> <tbody> <tr> <td>Week 6</td> <td>Mid-term</td> </tr> <tr> <td>Week 9</td> <td>Project submission</td> </tr> <tr> <td>Week 11</td> <td>Presentation</td> </tr> <tr> <td>Week 13</td> <td>Final exam</td> </tr> </tbody> </table>			Schedule	Assessment	Week 6	Mid-term	Week 9	Project submission	Week 11	Presentation	Week 13	Final exam		
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c) Weighting of assessments:	<table border="1" data-bbox="539 1675 1302 2042"> <thead> <tr> <th>Evaluation</th> <th>Schedule</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Mid-Term Exam</td> <td>Week 6</td> <td>20%</td> </tr> <tr> <td>Class Work as Assignments and Participation</td> <td>Week 9 Week 11</td> <td>30%</td> </tr> <tr> <td>Final Exam</td> <td>Week 13</td> <td>50%</td> </tr> </tbody> </table>			Evaluation	Schedule	Percentage	Mid-Term Exam	Week 6	20%	Class Work as Assignments and Participation	Week 9 Week 11	30%	Final Exam	Week 13	50%
Evaluation	Schedule	Percentage													
Mid-Term Exam	Week 6	20%													
Class Work as Assignments and Participation	Week 9 Week 11	30%													
Final Exam	Week 13	50%													

	Total	100%
8- List of references:		
a) Course notes:	Lectures and powerpoint	
b) Essential books (text books)	N/A	
c) Recommended book:	Public Relations Writing: Form and Style, 8ed. paperback English Amazon.com Red book of digital content marketing https://paulwriter.com/wp-content/uploads/2016/08/RedBook-of-Content-Marketing.pdf - Content marketing https://ptgmedia.pearsoncmg.com/images/9780789748379/samplepages/0789748371.pdf - Content marketing handbook https://channel.report/Resources/Whitepapers/31d855f9-4898-46ac-a937-485e74c621e0_content-marketing.pdf	
d) Scientific periods, websites, etc.	Content marketing institute Sage EKB	

Course Coordinator: Dr. Hayat Badr

Head of Department: Prof. Dr. Souraya ELBadaoui



Templates for course specifications

University: Cairo
Faculty: Mass Communication
Department: English
Academic year: 2023-2024

Course specifications

1- Course data:		
Code:	Title: Advertising Management	Level: Advertising Program / Third Level
No of studying units: theoretical 2 / practical: 2		

2- Overall aims of course:	<p>By the end of this course ,the student will be able to:</p> <ol style="list-style-type: none"> 1) Understand different concepts concerning Advertising Management Process, especially in the Digital field which has recently become popular, as social media advertising management. 2) Comprehend how advertising management fundamentals and tools are used in a business. 3) Explore the types of advertising management and the career outlook in this field. 4) Acquire the skills of dealing with advertising agencies, understanding the nature of its work and distinguishing between their different types, the advantages and disadvantages of each and the different contract forms they are using. 5) Learn information about the various administrative organizations and styles in the field of advertising management and the advantages and disadvantages of each of them 6) Acquire professional skills to deal with administrative organizations in the field of advertising 7) Understand and define the main functions of advertising management (planning - organizing - directing - evaluating and controlling)
3-Intended learning outcomes of course (ILOs)	
a) Information and concepts	<p>By the end of this course ,the student will be able to:</p> <p>A/1-Learn about the concept and philosophy of advertising management.</p> <p>A/2- Mention the special concepts related to advertising management and its most important functions (advertiser - advertising agencies - advertising means - planning - organization - control - evaluation,)</p> <p>A/3- Describe the factors that affect administrative organization in the field of advertising (advertising media - advertisers - advertising agencies)</p> <p>A/4- Explain methods of advertising management</p> <p>A/5-Describe the stages of development of the advertising agency</p> <p>A/-6 Mention the different types of advertising agencies.</p>

	<p>A/7- Learn about the jobs available in the field of advertising and the skills needed for those working in them</p> <p>A/8- Learn about the different channels for advertising on the Internet</p> <p>A/9- Mention the concepts of digital advertising management (publisher-advertising inventory - impression - automated purchasing of advertising – CPC: Cost-per-Click- CPM: Cost Per Mile- advertising networks.)</p> <p>A/10- Describe digital platforms for managing online advertising and their functions</p> <p>A/11- Be familiar with contracting and payment methods for digital advertising.</p>																
<p>b) Intellectual skills</p>	<p>By the end of this course ,the student will be able to:</p> <p>B/1- Establish an organizational structure for the advertising department or advertising agency.</p> <p>B/2- Choose the advertising agency optimally.</p> <p>B/3- Analyze the factors affecting the advertising management process.</p> <p>B/4 - Evaluate the effectiveness of advertising management</p> <p>B/- 5 Choose the digital platforms used to purchase and manage online advertising in an optimal way.</p>																
<p>c) Professional and practical skills concerned to the course</p>	<p>By the end of this course ,the student will be able to:</p> <p>C/1- Develop the professional and administrative skills associated with producing and presenting advertising,media buying or booking and analyzing or evaluating the advertisements reach among the target audience.</p> <p>C/2- Establish an organizational structure for the advertising department or advertising agency</p> <p>C/-3 Apply the different skills of dealing and achieving in advertising agencies.</p> <p>C/4- acquire communication and presentation skills.</p> <p>C/5- Write a report on advertising management different systems.</p> <p>C/6- Deal and negotiate with the account(advertiser),advertising media and other related parties.</p> <p>C/7 - Deal with the digital platforms used to purchase and manage online advertising</p>																
<p>d) General and transferable skills</p>	<p>By the end of this course ,the student will be able to:</p> <p>D/1 deal with computer and Internet with its various programs and applications</p> <p>D/2 Submit a proposed administrative model for an advertising agency or an in-house advertising department.</p> <p>D/3- Work within A group</p> <p>D/4- Think critically</p> <p>D/5- Discuss and compares everything new in the field of advertising.</p> <p>D/6- Obtain the Time management skill.</p>																
<p>4-Course contents:</p>	<table border="1"> <thead> <tr> <th data-bbox="507 1868 619 1906">Week</th> <th data-bbox="619 1868 1102 1906">Content</th> <th colspan="2" data-bbox="1102 1868 1441 1906">Studying Hours</th> </tr> <tr> <td></td> <td></td> <th data-bbox="1102 1957 1289 1995">Theoretical</th> <th data-bbox="1289 1957 1441 1995">Practical</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	Week	Content	Studying Hours				Theoretical	Practical								
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		Theoretical	Practical														

	1	<p>Theoretical: Introducing The Digital Era and The effects of New Economy system on advertising management basic attributes,definition,functions,types and new media offerings.</p> <p>Practical: examples of how advertising agencies and departments help companies to rethink their business model and improve their value offering .</p>	2	2
	2	<p>Theoretical: Advertising management fundamentals and tools that are used in a business.</p> <p>Practical:Exampels and case studies.</p>	2	2
	3	<p>Theoretical:Digital media usage as social media in advertising management and how it provides the opportunity to reach the target audience , both personally and institutionally.</p> <p>Practical:Exampels and case studies of Digital media channels such as Google, Facebook, Instagram, Twitter and LinkedIn.</p>	2	2
	4	<p>Theoretical: The Advertising Agency World; who are the key players; Advertiser-Agency-Media-Professional suppliers and consultants.</p> <p>Practical:Exampels , case studies ,articles and testimonials of Advertising’s professionals.</p>	2	2
	5	<p>Theoretical: Stages of development of the advertising agency , its Types , its organizational structure and Jobs within.</p> <p>Practical:Exampels , case studies of the client-agency relationship.</p>	2	2
	6	<p>Theoretical:Different methods of How agencies are paid ,effects of CPC-CPM and changes of roles in AD Management; who’s in charge Advertisers or Consumers.</p> <p>Practical:Exampels , case studies</p>	2	2
	7	Midterm exam	-	-

	8	Theoretical: An Over view of Advertising Personnel Management. Practical: Exampels , case studies	2	2
	9	Theoretical: Adjusting to being a new manager in advertising; managing creative people & managing across cultures. Practical: Exampels , case studies	2	2
	10	Theoretical: Handling tricky situations; advertising management when things go wrong. Practical: Exampels , case studies	2	2
	11	Theoretical: steps of developing a full model of an advertising agency Practical: dividing students in groups ,planning and developing advertising management tasks.	2	2
	12	Student group work presentations.	-	2
	13	Student group work presentations.	-	2
	14	Pre - test revision	2	-
	15	End of term exam		
5-teaching and learning methods:	5/1 Lectures 5/2 Discussions. 5/3 Group work 5 /4 Practicing presentation skills 5/5 Brain storming 5/6 Self-learning by searching the Internet, using library, summarizing what was seen, and using what was read during discussions.			
6-Teaching and learning methods for limited skills students:	The college does not accept students who have mental or mental retardation, but those who are blind are accepted. In this case, the following is done: 6/1- Providing the study content on CD in Word format for easy conversion into Braille (competent students) 6/2- Divide them into small groups (if they exist) 6/3- In the event that students are absent from the midterm exam, another date will be set for them 6/2 In exams, the student writes the exam himself using special computers available in the Taha Hussein Hall in the Central Library, and students are trained on these devices before taking the exam.			
7-Student assessment methods:				
a) Methods used:	7/A/1-a written test for the mid-semester. 7/A/2- assignments to evaluate the student's ability to research and			

	investigate 7/A/3- Discussion, participation, and observation of students' behavior and performance in the lecture 7/A/4- a written test at the end of the semester																		
b) Assessment schedule:	<table border="1"> <thead> <tr> <th>Schedule</th> <th>Assessment</th> </tr> </thead> <tbody> <tr> <td>3rd lecture</td> <td>assignment</td> </tr> <tr> <td>5th lecture</td> <td>assignment</td> </tr> <tr> <td>7th lecture</td> <td>Mid-term exam</td> </tr> <tr> <td>9th lecture</td> <td>assignment</td> </tr> <tr> <td>15th lecture</td> <td>Final Exam</td> </tr> </tbody> </table>	Schedule	Assessment	3 rd lecture	assignment	5 th lecture	assignment	7 th lecture	Mid-term exam	9 th lecture	assignment	15 th lecture	Final Exam						
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Mid-term exam		20																	
Final Exam		50																	
8- List of references:																			
a) Course notes:	Study Notes and lectures.																		
b) Essential books (text books)	Larry D.Kelley and Kim Bartel Sheehan (2020), Advertising management in a Digital Environment; Text and Cses, Routledge Pub USA. Batra, R., Myers, J. G., & Aaker, D. A. (2018). Advertising management–10th ed.Pearson education. Grimaldi,Joe et al. (2014). The Art of Advertising,6 th ed, Aspatore Books.																		
c) Recommended book:	Ryan, D. (2021). Understanding digital marketing: marketing strategies for engaging the digital generation. Kogan Page Publishers.																		
d) Scientific periods, websites, etc.	Journal of Advertising Research Journal Of Advertising Journal of Business research																		

Course Coordinator: Dr. Gihan Elbitar, 2023-2024.

Head of Department: Prof .Souraya.A. Elbadawy



Templates for course specifications

University: Cairo
Faculty: Mass Communication
Department: English Section
Academic year: 2023 -2024

course specifications

1- Course data:		
Code: PRA302	Title: Marketing Essentials	Level:Third Level
No of studying units: 3 Theoretical: 3/ practical: -		

2- Overall aims of course:	At the end of this course, the student should be able to: Recognize the concept of Marketing as well as identify the Marketing functions and determine the elements of a successful marketing mix.
3- Intended learning outcomes of course (ILOs)	
a) Information and concepts	A/1 Define marketing concept. A/2 identify the Marketing Mix. A/3 Define the marketing environment. A/4 identify what influences consumer behavior. A/5 Describe the steps of marketing planning process. A/6List the different targeting techniques. A/7 Define the promotion mix and the digital promotion. A/8Identify the role of competition in marketing. A/9 Define branding portfolio & architecture. A/12 Identify the strategies of pricing & place.
b) Intellectual skills	B/1 Distinguish between Marketing, exchange & promotion concepts. B/2 Detect the appropriate & relevant target market. B/3 Investigate the changes in marketing developments over time. B/4 Discuss the various of place & pricing strategies and approaches. B/5 Design campaign objectives

<p>c) Professional and practical skills concerned to the course</p>	<p>C/1 Examine past campaigns and analyze them. C/2 Analyze market situation. C/3 Apply segmentation approaches in campaign. C/4 Develop a marketing campaign. C/5 Develop a creative strategy. C/6 Manage implementation and the consistency with campaign objectives.</p>																																				
<p>d) General and transferable skills</p>	<p>d/1 Work in groups to enhance team work and be able to communicate effectively in the work environment. d/2 Use the internet in collecting data about the company, previous campaign, market insights. d/3 Discuss and analyze all the new trends in marketing. d/4 enhance and develop communication and presentation skills.</p>																																				
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7	Mid- term exam	-	-																																		
8	Marketing mix: place, promotion	3	-																																		

	9	Analyzing the competitive industry structure	3	-
	10	Promotion tools: advertising, public relations, sales promotion	3	-
	11	promotion tools: Personal selling- direct marketing	3	-
	12	Digital promotion tools	3	-
	13	Branding concept, characteristics, portfolio & architecture	3	-
	14	Project presentation	-	6
	15	Final exam	-	-
5- teaching and learning methods:	5/1 Lectures 5/2 Discussions 5/3 Showing students and analyzing different types of marketing campaigns. 5/4 Divide students into working groups using breakout rooms on thinqi online platform. 5/5 power point presentations			
6- Teaching and learning methods for limited skills students:	6/1 Lectures using power point presentations using Braille style and provide the course content on CDs to be easily converted to Braille (for visually-impaired students) 6/2 Oral assignments 6/3 If a student missed the Mid-Term exam, he/she can attend a make-up exam. 6/4 Prepare Braille exams for visually-impaired students if it's difficult for them to take their exam on Thinqi.			
7- Student assessment methods:				
a) Methods used:	7/a/1 In class discussions and analysis during the lectures 7/a/2 Midterm project			

	7/a/3 Marketing campaign project presentation 7/a/4 Written Final Exam		
b) Assessment schedule:	Assessment		Week
	Mid-Term exam		7
	Marketing campaign project presentation		14
	Final Exam		15
c) Weighting of assessments:	Evaluation	Time	Percentage
	Midterm exam	7 th week	20%
	Classwork (IMC project)	14 th Week	30%
	Final exam	15 th week	50%
	Total	100%	
8- List of references:			
a) Course notes:	8/A/1 Power point presentations In class discussions		
b) Essential books (text books)	David Jobber, Fiona Ellis-Chadwick (2020) <i>Principles and Practice of Marketing</i> , New York: McGraw-HILL. Belch, G. & Belch, M. (2007). <i>Advertising and promotion An integrated marketing communication perspective</i> . New York: McGraw-HILL.		
c) Recommended book:	Coleman, D. (2018). <i>Building Brand Experiences: A Practical Guide to retaining Brand Relevance</i> . New York: Kogan Page Ltd.		
d) Scientific periods, websites, etc.	Global Media Journal Journal of Advertising Journal of Marketing		

Course Coordinator: Dr. Maha Bahnassy

Head of Department: Prof.Souraya Elbadawy



Templates for course specifications

University: Cairo
Faculty: Mass Communication
Department: English
Academic year: 2023 - 2024

course specifications

1- Course data:		
Code: PRC404	Title: Social Marketing	Level: Third level
No of studying units: 12 Theoretical: 2 practical: 2		

2- Overall aims of course:	<p>By the end of this course the student will be able to develop social marketing strategies and to bring behavioral change for the Egyptian society. Social marketing can be used to promote merit goods, or to make a society to avoid bad actions and thus promoting well-being of the Egyptians.</p> <p>Students will be able to define the principles of social marketing and will be capable of using the techniques for conducting social marketing programs. Additionally, Students will learn how to design a social marketing plan.</p>
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3- Intended learning outcomes of course (ILOs)	
a) Information and concepts	<p>A.1 Recognize guidelines for the basics of social marketing and social change. A.2 Identify urgent social issues. A.3 identify target audiences, A.4 List social marketing strategies. A.5 understand the 4Ps for social marketing issue. A.6 Describe assessment methods of social marketing campaigns A.7 Identify objectives and goals A.8 Introduce case campaigns A.9 Pinpoint reasons for success and failure of</p>

	<p>social marketing campaigns</p> <p>A.10 List the steps of social marketing plan</p> <p>A.11 Define social marketing research techniques</p> <p>A.12 Identify importance of budgeting and fundraising</p>								
b) Intellectual skills	<p>B.1 Differentiate between social marketing and commercial marketing</p> <p>B.2 Analyze the success or failures of social campaigns by applying different assessment methods.</p> <p>B.3 Distinguish between different types of creative strategies</p> <p>B.4 Analyze the approach, tone of voice and appeal of campaign</p> <p>B.5 Explain internal and external influential factors</p> <p>B.6 Examine components of past campaigns on issue</p>								
c) Professional and practical skills concerned to the course	<p>C.1 Conduct market situation analysis research</p> <p>C.2 Analyze social issue</p> <p>C.3 Design appropriate campaign objectives</p> <p>C.4 Select relevant channels for delivering the required campaign message.</p> <p>C.5 Developing the strategy and 4Ps for a chosen social marketing issue</p> <p>C.6 Evaluating social marketing campaigns</p>								
d) General and transferable skills	<p>d/1 Work in groups to enhance the teamwork and be able to communicate effectively in the work environment.</p> <p>d/2 Use the internet in collecting data about the company, previous campaign, market insights</p> <p>d/3 Discuss and analyze all the new trends in social marketing</p> <p>d/4 enhance and develop communication and presentation skills</p>								
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Week	Content	Theoretica	Practical						

			1	
	1	Introduction to social marketing	3	-
	2	the similarities & differences between commercial marketing & social marketing	3	-
	3	Evolution of marketing concept	3	-
	4	The social marketing process	2	2
	5	Social marketing product	2	2
	6	How to develop research in social marketing	2	2
	7	Mid- term exam	-	-
	8	Major research terminology	2	2
	9	Segmentation, targeting, positioning	2	2
	10	Positioning types	2	2
	11	Social marketing messages	2	2
12	Social marketing messages:	2	2	

		creative tips								
	13	Digital Social marketing principles for success	2	2						
	14	Project presentation	-	6						
	15	Final exam	-	-						
5- teaching and learning methods:	<ol style="list-style-type: none"> 1- Lectures with case studies & examples. 2- Discussions about social marketing case studies. 3- Self-studies related to social marketing. 4- Diving students into working groups. 5- Showing students and analyzing various examples of social marketing campaigns. 									
6- Teaching and learning methods for limited skills students:	<ul style="list-style-type: none"> - Oral assignments - Make-up midterm exams for those who miss the exam in its original date (with an acceptable excuse) - Lectures using power point presentations using Braille style and provide the course content on CDs to be easily converted to Braille (for blind students) - Dedicating time for questions and re-explaining parts they don't understand - Make the exam in Braille for the blind students 									
7- Student assessment methods:										
a) Methods used:	<ul style="list-style-type: none"> ● In class discussions and analysis during the lectures ● Midterm project ● Social marketing Campaign project presentation ● Written Final Exam 									
b) Assessment schedule:	<table border="1"> <thead> <tr> <th>Assessment</th> <th>Week</th> </tr> </thead> <tbody> <tr> <td>Mid-Term Project</td> <td>7th week</td> </tr> <tr> <td>project presentation</td> <td>14th Week</td> </tr> </tbody> </table>		Assessment	Week	Mid-Term Project	7 th week	project presentation	14 th Week		
Assessment	Week									
Mid-Term Project	7 th week									
project presentation	14 th Week									

	Final Exam	15 th week	
c) Weighting of assessments:	Evaluation	Time	Percentage
	Midterm project	7 th week	20%
	Classwork (project)	14 th Week	30%
	Final exam	15 th week	50%
	Total	100%	
8- List of references:			
a) Course notes:	Power point presentations summarizing the content.		
b) Essential books (text books)	Nancy R. Lee, Philip Kotler (2011) Social Marketing: Influencing Behaviors for Good, New York: SAGE Publications.		
c) Recommended book:	Lauri Goldkind (2019) Digital Social Work: Tools for Practice with Individuals, Organizations and Communities, New York: Oxford University Press.		
d) Scientific periods, websites, etc.	<ol style="list-style-type: none"> 1. <u>Social</u> marketing quarterly 2. Journal of social marketing 3. Global Media Journal 4. Journal of Advertising 5. Journal of Marketing 		

Course Coordinator : Dr. Maha Bahnassy

Head of Department :Prof Souraya Al-Badawy



Templates for course specifications

University: Cairo University

Faculty: Mass Communication

Department: PR and Advertising Department (English Program)

Academic year: 2023/2024

Course specifications

1- Course data:		
Code: PRA303	Title: creative and media strategies	Level: 3
No of studying units: 12		
Theoretical: 2 hours / practical: 2 hours		

2- Overall aims of course:	<p>The overall aim of the Creative and Media Strategies course is to empower students to become effective marketers who can captivate their target audience across diverse media platforms. Through a blend of creative exploration and strategic planning through Forging powerful narratives that connect with their audience , Navigate the media landscape and select the most effective channels to reach their goals. Craft campaigns that drive measurable results and achieve marketing objectives , adapt their message to different platforms and mediums.</p> <p>In essence, the course aims to cultivate strategic marketers , capable of not only generating impactful ideas but also translating them into successful campaigns that resonate with their</p>
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	audience.
3- Intended learning outcomes of course (ILOs)	
a) Information and concepts	<p>a/1- Define strategy .</p> <p>a/2- List the stages an effective strategy</p> <p>a/3- Identify the key principles of creative ideas .</p> <p>a/4- List the fundamentals / criteria of various media platforms selection</p> <p>a/5- Identify the process of audience analytics .</p> <p>a/6-understand the legal and ethical considerations of creative and media campaigns, including copyright, brand safety, and privacy regulations.</p> <p>a/7 - Identify media and marketing strategies types.</p> <p>a/8 determine the role of data and analytics in measuring campaign effectiveness and informing strategic decision-making.</p>
b) Intellectual skills	<p>b/1- Distinguish between different types of strategies</p> <p>b/2- Discuss the factors affecting planning .</p> <p>b/3- Discuss the importance of data analytics in setting marketing strategies</p> <p>.b/4- Investigate the influence of choosing the appropriate media platform in targeting audiences .</p>
c) Professional and practical skills concerned to the course	<p>c/1- Analyze various digital tools in setting marketing strategies</p> <p>c/2- Analyze the stages of marketing strategies</p> <p>c/3- Conduct a simulation of a complete campaign</p> <p>c/4- Conduct research on different companies and different public figures.</p>
d) General and transferable skills	d/1- Develop presentations skills.

d/2- Develop research and analytical skills.
d/3- Improve writing skills.
d/4- Practice creative thinking and brainstorming.

4- Course contents:

Week	Topics	Studying Hours	
		Theoretical	Practical
1	What is meant by marketing / media strategy	2	2
2	Stages of effective campaigns	2	2
3	Marketing research and SWOT / TWOS matrix	2	2
4	Digital audience analysis (tools and reports)	2	2
5	Generate creative ideas and campaign concepts	2	2
6	Creating powerful messages and	2	2

		engaging content marketing techniques		
	7	Design and execute effective media plans that optimize reach, engagement, and cost-efficiency.	2	2
	8	Writing media schedules and action plans (manual and through AI tools)	2	2
	9	Executing stages of marketing / media strategies through tools (offline tools)	2	2
	10	Executing stages of marketing / media strategies through tools	2	2

	(online social media tools)		
	11 Examples of TIK TOK , INSTAGRAM , FACE BOOK campaigns	2	2
	12 Evaluating campaign performance using data analytics tools and adapt strategies based on insights	2	2
5- teaching and learning methods:	5/1- PowerPoint Lectures , presenting case studies 5/2- digital campaigns and strategies implementation by students 5/3- Presentations by students. 5/4- Dividing students into working groups		
6- Teaching and learning methods for limited skills students:	6/1- If a student missed a midterm exam, he/she can attend a make-up exam. 6/2- Dividing students into working groups. 6/3- Providing the students with the course content on the Facebook group. 6/4- Make the exam in braille for the blind students if it's difficult for them to be examined on Blackboard.		
7- Student assessment methods:			

a) Methods used:	7/a/1- Midterm project. 7/a/2- Coursework project. 7/a/3- Final exam.																	
b) Assessment schedule:	<table border="1"> <thead> <tr> <th>Assessments</th> <th colspan="2">Time</th> </tr> </thead> <tbody> <tr> <td>Midterm project</td> <td colspan="2">6th & 7th week</td> </tr> <tr> <td>Coursework project</td> <td colspan="2">11th week</td> </tr> <tr> <td>Final exam</td> <td colspan="2">13th week</td> </tr> </tbody> </table>			Assessments	Time		Midterm project	6 th & 7 th week		Coursework project	11 th week		Final exam	13 th week				
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Assessments	Time	Weighting																
Midterm project	6 th , 7 th	20%																
Coursework project	11 th week	30%																
Final exam	13 th week	50%																
Total	100%																	
8- List of references:																		
a) Course notes:	- PowerPoint lectures.																	
b) Essential books (text books)	- Good Strategy Bad Strategy: The Difference and Why It Matters by Richard P. Rumelt published 2011																	
c) Recommended book:	<ul style="list-style-type: none"> - Technical Writing (Laplante, Phillip A, 2019). - The definitive guide to strategic content marketing (Dzamic, Lazar, 2018). 																	
d) Scientific periods, websites, etc.	- JSTOR / SAGE																	

Course Coordinator: Dr. Hayat Badr.

Head of Department: DR . Souraya ElBdaoui



Templates for course specifications

University: Cairo
Faculty: Mass Communication
Department: English
Academic year: 2023/2024

Course specifications

1. Course data:		
Code:	Title: Public Relations Strategies	Level: Four
No of studying units: 12 Theoretical: 1.5/ Practical: 3		

2. Overall aims of course:	<ol style="list-style-type: none">1. Demonstrate a critical understanding of the principal concepts and models of PR, and be able to select, apply and evaluate these within the context of campaign strategy and planning.2. Develop an in-depth understanding of the role, context and purpose of PR strategy and planning within the framework of a variety of environmental settings and organisational contexts.3. Adopt an applied, problem-solving approach supported with relevant analytics and evaluation skills relevant to PR.4. Utilise professional and academic writing in gathering, organising, editing and deploying relevant data and disseminating complex ideas using a variety of communicative media, including digital platforms.5. Demonstrate appropriate competence in using AI applications in PR programs and campaigns
3. Intended learning outcomes of course (ILOs)	

a) Information and concepts	<p>a\1 Define online Public Relations and its different tools. a/2 Describe how to build a successful international program. a/3 Illustrate the steps and phases of planning a social media campaign. a/4 Outline the best PR responding strategies. a/5 State how to conduct good research and identify stakeholders. a/6 Illustrate AI tools that can be used in Public Relations. a/7 Know the recent trends in PR and how to get the best of it working in the field a/8 Discuss an overview about digital marketing. a/9 Identify best AI tools to utilize in different PR campaigns. a/10 Describe online reputation management. a/11 Explain the difference between offline and online Public Relations. a/12 Identify Glocal strategy.</p>
b) Intellectual skills	<p>b/1 Distinguish the advantages of International PR for online reputation. b/2 Interpret the challenges of building a good PR program. b/3 Evaluate different PR campaigns b/4 Describe the role AI plays in International PR. b/5 Illustrate steps of the research necessary to create a successful Digital Media campaign. b/6 Interpret the difference between PR strategies in times of crisis b/7 Get the hold of different communication strategies in International PR. b/8 Explain the difference between different communication strategies. b/9 Relate different assessment methods to the various Public Relations models</p>
c) Professional and practical skills concerned to the course	<p>c/1 Utilize different online marketing tools. c/2 Build an online PR campaign. c/3 Create different versions of PR programs or copies according to different cultures. c/4 Create a search engine optimized content. c/5 Use AI tools to manage reputation online</p>
d) General and transferable skills	<p>d/1 Develop organizational and coordination skills. d/2 Develop teamwork, time management, and peer evaluation skills. d/3 Develop presentations skills. d/4 Improve analytical skills. d/5 Develop online marketing skills. d/6 Practice creative thinking and brainstorming.</p>
4. Course contents:	<p>1/Presenting and discussing syllabus 2/PR campaigns strategy and planning strategies or reactivePublic Relations strategies Proactive3/ 4/Public Relations models Behavioral and Persuasion model 5/Gruning Excellence theory in Public Relations 6/Influencer marketing and Public Relations 7/Recent Trends in modern Public Relations; Using predictive analysis and Chat bots 8/Uses of AI applications in Public relations 9/Audience analysis using AI methods in PR 10/Reputation Managemnt and Public Relations 11/Strategies for companies citizenship</p>

5. teaching and learning methods:	1/ Lectures 2/ Discussions 3/Group Presentation 4/Dividing students into working groups								
6. Teaching and learning methods for limited skills students:	- One to one monthly meetings								
7. Student assessment methods:									
a) Methods used:	Group project, in class participation and midterm and final exams								
b) Assessment schedule:	<table border="1" data-bbox="477 902 930 1070"> <thead> <tr> <th data-bbox="477 902 770 947">Evaluation</th> <th data-bbox="770 902 930 947">Percentage</th> </tr> </thead> <tbody> <tr> <td data-bbox="477 947 770 992">Course work</td> <td data-bbox="770 947 930 992">30</td> </tr> <tr> <td data-bbox="477 992 770 1037">Mid-term exam</td> <td data-bbox="770 992 930 1037">20</td> </tr> <tr> <td data-bbox="477 1037 770 1081">Final Exam</td> <td data-bbox="770 1037 930 1081">50</td> </tr> </tbody> </table>	Evaluation	Percentage	Course work	30	Mid-term exam	20	Final Exam	50
Evaluation	Percentage								
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Mid-term exam	20								
Final Exam	50								
c) Weighting of assessments:	<table border="1" data-bbox="477 1104 930 1272"> <thead> <tr> <th data-bbox="477 1104 770 1149">Evaluation</th> <th data-bbox="770 1104 930 1149">Percentage</th> </tr> </thead> <tbody> <tr> <td data-bbox="477 1149 770 1193">Course work</td> <td data-bbox="770 1149 930 1193">30</td> </tr> <tr> <td data-bbox="477 1193 770 1238">Mid-term exam</td> <td data-bbox="770 1193 930 1238">20</td> </tr> <tr> <td data-bbox="477 1238 770 1283">Final Exam</td> <td data-bbox="770 1238 930 1283">50</td> </tr> </tbody> </table>	Evaluation	Percentage	Course work	30	Mid-term exam	20	Final Exam	50
Evaluation	Percentage								
Course work	30								
Mid-term exam	20								
Final Exam	50								
8. List of references:									
a) Course notes:									
b) Essential books (text books)	Wilcox, D. L., Ault, P. H., & Agee, W. K. (2006). Public relations: Strategies and tactics.								
c) Recommended book:	Smith, R. D. (2020). Strategic planning for public relations. Routledge. Hendrix, J. A., Hayes, D. C., & Kumar, P. D. (2012). Public relations cases. Cengage Learning. Austin, E. W., Pinkleton, B., & Pinkleton, B. E. (2006). Strategic public relations management: Planning and managing effective communication programs. Routledge.								

d) Scientific periods, websites, etc.	Compton, J. (2014). Arby's image repair tactics as a public relations strategy. <i>Public relations review</i> , 40(1), 122-124. Austin, E. W., Pinkleton, B., & Pinkleton, B. E. (2006). <i>Strategic public relations management: Planning and managing effective communication programs</i> . Routledge. Stromback, J., & Kioussis, S. (Eds.). (2011). <i>Political public relations: Principles and applications</i> . Taylor & Francis. Stacks, D. W. (2016). <i>Primer of public relations research</i> . Guilford Publications.
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Course Coordinator:

Dr. Heba Morsy

Head of Department:

Dr. Nermine EL-Azrak



Templates for course specifications

University: Cairo

Faculty: Mass Communication

Department: English

Academic year: 2023/2024

Course specifications

1- Course data:		
Code: PRC304	Title: Strategic Management of PR	Level: Third
No of studying units: theoretical:3 / practical: 0		

2- Overall aims of course:	This course aims to help students to manage and plan for public relations strategic communication. They will learn about the best practices and how to manage relationships with various stakeholders associated with an organization. Additionally, the course will provide a fundamental understanding of strategic public relations management and planning. It will also focus on mastering digital public relations, including new practices associated with the digital public sphere.
3- Intended learning outcomes of course (ILOs)	
a) Information and concepts	a/1 Define the concept of Strategic management. a/2 Recognize the difference between Strategic versus Tactical

	<p>Decision making.</p> <p>a/3 know the basics of PR management function in the digital Era.</p> <p>a/4 Recognize the basic practices of PR planning.</p>						
b) C	<p>b/1 understand the common PR research methods.</p> <p>b/2 Compare between the different type of PR planning. b/3 differentiate between Corporate PR and PR firm Business.</p>						
c) Professional and practical skills concerned to the course	<p>c/1 apply the User/Audience analysis.</p> <p>c/2 Design a PR Strategic plan.</p> <p>c/3 apply PR Ethics.</p> <p>c/4 Evaluate PR plan.</p>						
d) General and transferable skills	<p>D/1 Work in a team.</p> <p>D/2 Utilize new technology to present assignments and projects while taking on real professional roles.</p>						
4- Course contents:	<table border="1"> <thead> <tr> <th>Week</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>1</td> <td> <p>PR management Fundamentals:</p> <ul style="list-style-type: none"> - Strategic management/ Management by Objectives/Strategic versus Tactical Decision making. -The Strategic functions of PR in the Digital Era. -ROPES model of public relations. </td> </tr> <tr> <td>2</td> <td> <p>Types of planning in PR:</p> <ul style="list-style-type: none"> - Basic Routine. </td> </tr> </tbody> </table>	Week	Content	1	<p>PR management Fundamentals:</p> <ul style="list-style-type: none"> - Strategic management/ Management by Objectives/Strategic versus Tactical Decision making. -The Strategic functions of PR in the Digital Era. -ROPES model of public relations. 	2	<p>Types of planning in PR:</p> <ul style="list-style-type: none"> - Basic Routine.
	Week	Content					
	1	<p>PR management Fundamentals:</p> <ul style="list-style-type: none"> - Strategic management/ Management by Objectives/Strategic versus Tactical Decision making. -The Strategic functions of PR in the Digital Era. -ROPES model of public relations. 					
2	<p>Types of planning in PR:</p> <ul style="list-style-type: none"> - Basic Routine. 						

		<ul style="list-style-type: none"> - Campaign planning (Offline/Online). - Special Event. - Crisis Planning. -Futuristic Planning.
	3	<p>The PR strategy with regard to research:</p> <ul style="list-style-type: none"> - Why is research so important; how is it done; how to use it in PR Planning. -Common PR research methods.
	4	<p>Online Users and Audience Behavior Analysis in PR Planning:</p> <ul style="list-style-type: none"> - Demographic analysis - Psychographic analysis -Situational analysis. -Sentimental analysis.
	5	<p>Creating a PR Strategic Plan (Part1):</p> <ul style="list-style-type: none"> -Overall Goal/Objective. -Target Audience. - Objectives. -Tactics. - Key Messages. -Online/Offline Channels.
	6	<p>Creating a PR Strategic Plan (Part2):</p> <ul style="list-style-type: none"> - Budget. - Putting plan to

		<p>action.</p> <ul style="list-style-type: none"> - Common PR evaluation methods.
	7	<p>Midterm Exam</p>
	8	<p>PR in Corporations:</p> <ul style="list-style-type: none"> -Corporate Mission-Vision-Values. - Social Responsibility. - Community relations. -Employee communications.
	9	<p>The PR Agency/Firm:</p> <ul style="list-style-type: none"> - Types/Functions. - Organizational Chart. -Hiring a PR Firm. - The most notable PR firms.
	10	<p>Media Relations and Press Strategy:</p> <ul style="list-style-type: none"> -Dealing with Media. Editors, Opinion Holders and Journalists. -Media Relations and Interview Techniques. -How to Increase Media Exposure. -Building Strategic Alliances. -Tips for Media Success.
	10	<p>Offline/Online</p>

		Reputation Management Strategy: <ul style="list-style-type: none"> - Monitoring and tracking. -Analysis. -Response & Repair.
	11	Crisis and Issue Management: <ul style="list-style-type: none"> - The Signs of Crisis -Managing the Crisis -Issue Management and Prioritizing
	12	Crisis Communication Plan: <ul style="list-style-type: none"> -Pre-Crisis. -Crisis Response. -Post Crisis.
	13	Ethics and Law in Public Relations: <ul style="list-style-type: none"> - Ethical guidelines in PR. - How does law affect PR.
	14	Revision
	15	Final Exam
5- teaching and learning methods:	PowerPoint presentation Activities (Brain storming - Discussion - Role-play - think, pair and share).	
6- Teaching and learning methods for limited skills students:	<ul style="list-style-type: none"> -One to one weekly meetings -Offering Open source materials for Brielle readers. - Using Taha Hussein's hall for testing students with visual disabilities. 	

7- Student assessment methods:													
a) Methods used:	Participation In-Class Activities Assignment Mid term Final exam												
b) Assessment schedule:	<table border="1"> <thead> <tr> <th>Schedule</th> <th>Assessment</th> </tr> </thead> <tbody> <tr> <td>Participation</td> <td>5</td> </tr> <tr> <td>In-Class Activities</td> <td>5</td> </tr> <tr> <td>Assignment</td> <td>20</td> </tr> <tr> <td>Mid term</td> <td>20</td> </tr> <tr> <td>Final exam</td> <td>50</td> </tr> </tbody> </table>	Schedule	Assessment	Participation	5	In-Class Activities	5	Assignment	20	Mid term	20	Final exam	50
Schedule	Assessment												
Participation	5												
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Final exam	50%												
8- List of references:													
a) Course notes:	N/A												
b) Essential books (text books)	Erica Weintraub Austin, Bruce Pinkleton, 2015. Strategic Public Relations Management Planning and Managing Effective Communication Campaigns, 3rd Edition, Routledge.												
c) Recommended book:	-Clea Bourne, 2022. Public Relations and the Digital: Professional Discourse and Change. -The Ultimate Guide to Content Marketing and Digital PR.												
d) Scientific periods, websites, etc.	Public relations and advertising magazine – Faculty of Mass communication – Cairo University												

Course Coordinator: Dr. Alaa Fawzy

Head of Department: Prof. Dr. Souraya Elbadaoui



Templates for course specifications

University: Cairo

Faculty: Mass Communication

Department: English Section

Academic year: 2023-2024

Course specifications

1- Course data:		
Code: ADV409	Title: Marketing Research	Level: fourth
No of studying units: 3		
Theoretical: 2/ practical: 2		

2- Overall aims of course:	Marketing Research course aims to explain quantitative and qualitative research methods. It aims to provide knowledge about research used in the field of marketing. It discusses theoretical background and marketing research methods towards an understanding of consumer behavior.
3- Intended learning outcomes of course (ILOs)	
a) Information and concepts	<ul style="list-style-type: none">a/1 Define Marketing research.a/2 Identify the relationship between marketing research and decision making.a/3 Identify the role of marketing research.a/4 Illustrate the marketing research process.a/5 Illustrate research design definition.a/6 Illustrate the difference between Primary vs. secondary data.

	<p>a/7 List the classification of secondary data.</p> <p>a/8 Identify the criteria for evaluating secondary data.</p> <p>a/9 List the different Qualitative methods.</p> <p>a/10 List the different Quantitative methods.</p> <p>a/11 Illustrate Measurement and scaling.</p> <p>a/12 Define questionnaires and their design process.</p>
<p>b) Intellectual skills</p>	<p>b/1 Distinguish the role research plays in marketing decision making.</p> <p>b/2 Interpret the stages of marketing research process.</p> <p>b/3 Recognize the difference between primary and secondary data.</p> <p>b/4 Classify and evaluate secondary data.</p> <p>b/5 Analyze secondary data.</p> <p>b/6 Compare between various qualitative research methods.</p> <p>b/7 Compare qualitative and quantitative research.</p> <p>b/8 Interpret the difference between the different types of quantitative methods.</p> <p>b/9 Compare different methods of marketing and media research assessment.</p>
<p>c) Professional and practical skills concerned to the course</p>	<p>c/1 Conduct a marketing research proposals.</p> <p>c/2 Use variety of market research techniques.</p> <p>c/3 Prepare data collection tools such as questionnaires and in-depth interviews.</p> <p>c/4 Analyze collected data.</p> <p>c/5 Use different measurement scales.</p>
<p>d) General and transferable skills</p>	<p>d/1 Develop analytical skills.</p> <p>d/2 Develop organizational and coordination skills.</p>

d/3 Enhance teamwork, time management, and peer evaluation skills.
 d/4 Improve presentations skills.
 d/5 Improve writing skills.
 d/6 Practice creative thinking and brainstorming.

4- Course contents:

Week	Content	Studying Hours	
		Theo	Prac
1	Definition of marketing research. Market research and decision making.	2	2
2	The role of marketing research. A classification of Marketing research. The Marketing Research Process.	2	2
3	Research design definition. Research design classification. Primary vs. secondary data. Criteria for evaluating	2	2

		secondary data. Classification of secondary data.		
	4	Qualitative versus quantitative research. Focus group discussions. In-Depth interviews. Projective techniques. Analysis of Qualitative Data.	2	2
	5	Measurement and scaling. Primary scale of measurement.	2	2
	6	Questionnaire definition. Questionnaire design process.	2	2
	7	Explaining the group research projects and meeting the student to follow up on their progress.	2	2
	8	Following up on students' projects.	2	2
	9	Revision	2	2

	10	Students' final presentation of their projects	2	2								
	11	Students' final presentation of their projects	2	2								
5- teaching and learning methods:	<p>5/1 Lectures</p> <p>5/2 Discussions & brain storming</p> <p>5/3 Showing students and analyzing various campaign approaches & strategies.</p> <p>5/4 Divide students to teams for Project through the breakout rooms on Blackboard platform.</p> <p>5/5 Power point presentations</p>											
6- Teaching and learning methods for limited skills students:	<p>6/1 If a student missed the Mid-Term exam, he/she can attend a make-up exam</p> <p>6/2 Providing the course content on Facebook group</p> <p>6/3 Exercise more under the supervision of the professor.</p> <p>6/4 Provide them with the material on a hard copy to help them see it better than on the projector.</p> <p>6/5 Make the exam in braille for the blind students if it's difficult for them to be examined on Blackboard.</p>											
7- Student assessment methods:												
a) Methods used:	<p>7/a/1 Midterm project.</p> <p>7/a/2 Group projects.</p> <p>7/a/3 Final Exam.</p>											
b) Assessment schedule:	<table border="1"> <thead> <tr> <th>Evaluation</th> <th>Schedule</th> </tr> </thead> <tbody> <tr> <td>7/b/1 Mid-Term project.</td> <td>Week 7</td> </tr> <tr> <td>7/b/2 Group projects.</td> <td>Week 9 Week 10 Week 11 Week 12</td> </tr> <tr> <td>7/b/3 Final Exam</td> <td>Week 15</td> </tr> </tbody> </table>				Evaluation	Schedule	7/b/1 Mid-Term project.	Week 7	7/b/2 Group projects.	Week 9 Week 10 Week 11 Week 12	7/b/3 Final Exam	Week 15
Evaluation	Schedule											
7/b/1 Mid-Term project.	Week 7											
7/b/2 Group projects.	Week 9 Week 10 Week 11 Week 12											
7/b/3 Final Exam	Week 15											

c) Weighting of assessments:	Evaluation	Schedule	Percentage
	Midterm project.	Week 7	20%
	Group projects.	Week 9 Week 10 Week 11 Week 12	30%
	Final Exam	Week 15	50%
	Total	100%	
8- List of references:			
a) Course notes:	8/a/1 PowerPoint presentations.		
b) Essential books (text books)	8/b/1 Malhorta, N. (2019). Marketing research: An Applied Orientation. New York: Pearson International.		
c) Recommended book:	<p>8/c/1 Adams, K., & Brace, I. (2006). An introduction to market & social research: Planning & using research tools & techniques. London: Kogan Page.</p> <p>8/c/2 Essentials of marketing research: A hands on orientation (Malhotra, Naresh K, 2015).</p> <p>8/c/3 Qualitative Marketing Research (Maison, Dominika, 2019).</p>		
d) Scientific periods, websites, etc.	<p>8/d/1 AMA Journals - Journal of Marketing Research.</p> <p>8/d/2 Journal of Consumer Research</p>		

Course Coordinator: Dr. Eman Soliman

Head of Department: Prof.Ahmed Khattab



Templates for course specifications

University: Cairo

Faculty: Mass Communication

Department: English

Academic year: 2023/2024

Course specifications

1- Course data:		
Code: PRA305	Title: Corporate Reputation Management	Level: Fourth level
No of studying units: 3 theoretical 2 / practical: 2		

2- Overall aims of course:	By the end of this course, students will develop an understanding of how to strategically handle, as well as defend their companies' reputation in order to protect and enhance the company's image. They will also be able to get a better understanding of corporate social responsibility (CSR), and the intricate relationships between the sub-disciplines of risk, issue, and crisis management. Students will also be able to use different tools for measuring corporate reputation.
3- Intended learning outcomes of course (ILOs)	
a) Information and concepts	a/1 Understand the concept of Corporate Reputation.

	<p>a/2 Define Corporate Social Responsibility (CSR).</p> <p>a/3 Define the concepts of Risk, Issue & Crisis.</p>				
b) Intellectual skills	<p>b/1 Understand a company's reputation drivers.</p> <p>b/2 Understand the impact of communications on reputation.</p> <p>b/3 Differentiate between Risk, Issue & Crisis management styles.</p>				
c) Professional and practical skills concerned to the course	<p>c/1 Learn how to manage and preserve Corporate reputation.</p> <p>c/2 Create a communications strategy to protect and enhance your reputation.</p> <p>c/3 Create powerful PR strategies to efficiently manage crises, reduce risk, and improve brand recognition.</p> <p>c/4 Learn strategic issue management.</p> <p>c/5 Learn how to map and analyze stakeholder attitudes, especially on social media.</p>				
d) General and transferable skills	<p>D/1 Work in a team.</p> <p>D/2 Utilize new AI technology to present assignments and projects while taking on real professional roles.</p>				
4- Course contents:	<table border="1"> <thead> <tr> <th>Week</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>1</td> <td> <p>Reputation Management:</p> <ul style="list-style-type: none"> - Identity VS Image VS Reputation. - Corporate Reputation definition. - Reputation drivers. </td> </tr> </tbody> </table>	Week	Content	1	<p>Reputation Management:</p> <ul style="list-style-type: none"> - Identity VS Image VS Reputation. - Corporate Reputation definition. - Reputation drivers.
Week	Content				
1	<p>Reputation Management:</p> <ul style="list-style-type: none"> - Identity VS Image VS Reputation. - Corporate Reputation definition. - Reputation drivers. 				

	2	<p>Reputation Management (Cont.):</p> <ul style="list-style-type: none"> - Shaping online perceptions. - Outside-in VS Inside-out perceptions. - Role of strategic management in enhancing the company's reputation.
	3	<ul style="list-style-type: none"> - Defining "Confidence" and "Trust" & how to build them in relation to a corporate. - Risk VS Issue VS Crisis. - Risk & Issue Management.
	4	<ul style="list-style-type: none"> - Pre-crisis planning and risk assessment. - The role of online monitoring and strategic foresight in pre-crisis planning. - Crisis management, message framing and media communications.
	5	<ul style="list-style-type: none"> - Stakeholders Definition. - "Shareholder" to "stakeholder". - Reputation Management in Different Stakeholder Groups.

	6	<ul style="list-style-type: none"> - Stakeholders and issue management. - Real-life examples for bridging the "perception gap" with stakeholders.
	7	Midterm Exam
	8	Measuring corporate reputation: <ul style="list-style-type: none"> - How to Measure Reputation. - Challenges in Measuring Corporate Reputation.
	9	Measuring corporate reputation (cont.): <ul style="list-style-type: none"> -Analyzing media coverage on corporations. -Media analysis
	10	Corporate Social Responsibility "CSR": <ul style="list-style-type: none"> -CSR definition. -The importance of "reporting" on CSR. -The role of CSR in corporate reputation management.
	11	Corporate social Responsibility "CSR" (Cont.): <ul style="list-style-type: none"> -Popular CSR strategies

		-CSR case studies.
	12	<p>Reputation Management in the digital world:</p> <ul style="list-style-type: none"> -Developing corporate reputation on social media. -How to manage social media corporate issues based on case studies. -Timely response across multiple social media platforms.
	13	<p>Reputation management in profit vs non-profit organizations.</p> <ul style="list-style-type: none"> -Common Factors between profit & non-profit organizations in reputation management. -The difference in overall objectives, tools, & strategies between profit & non-profit organizations for reputation management.
	14	Revision & Presentations
	15	Final Exam
5- teaching and learning methods:	<ul style="list-style-type: none"> -PowerPoint presentation -Activities (Brain storming - Discussion - Role-play - think, pair and share). 	

6- Teaching and learning methods for limited skills students:	<ul style="list-style-type: none"> -One to one weekly meetings -Offering Open source materials for Brielle readers. - Using Taha Hussein's hall for testing students with visual disabilities. 												
7- Student assessment methods:													
a) Methods used:	Participation In-Class Activities Assignment Mid term Final exam												
b) Assessment schedule:	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">Schedule</th> <th style="text-align: center;">Assessment</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Participation</td> <td style="text-align: center;">5</td> </tr> <tr> <td style="text-align: center;">In-Class Activities</td> <td style="text-align: center;">5</td> </tr> <tr> <td style="text-align: center;">Assignment</td> <td style="text-align: center;">20</td> </tr> <tr> <td style="text-align: center;">Mid term</td> <td style="text-align: center;">20</td> </tr> <tr> <td style="text-align: center;">Final exam</td> <td style="text-align: center;">50</td> </tr> </tbody> </table>	Schedule	Assessment	Participation	5	In-Class Activities	5	Assignment	20	Mid term	20	Final exam	50
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c) Weighting of assessments:	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">Schedule</th> <th style="text-align: center;">Percentage</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Participation</td> <td style="text-align: center;">5%</td> </tr> <tr> <td style="text-align: center;">In-Class Activities</td> <td style="text-align: center;">5%</td> </tr> <tr> <td style="text-align: center;">Assignment</td> <td style="text-align: center;">20%</td> </tr> <tr> <td style="text-align: center;">Mid term</td> <td style="text-align: center;">20%</td> </tr> <tr> <td style="text-align: center;">Final exam</td> <td style="text-align: center;">50%</td> </tr> </tbody> </table>	Schedule	Percentage	Participation	5%	In-Class Activities	5%	Assignment	20%	Mid term	20%	Final exam	50%
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8- List of references:													
a) Course notes:	N/A												
b) Essential books (text books)	Helm, S., Liehr-Gobbers, K., Storck, C. (2011). "Reputation Management" . <i>Management for Professionals</i> , Springer.												
c) Recommended book:	Reputation Management: The Future of Corporate Communications and Public Relations by Tony Langham (2018).												

d) Scientific periods, websites, etc.	Corporate Reputation Review Journal on Springer. Link: https://link.springer.com/journal/41299/volumes-and-issues
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Course coordinator:

Head of Department: Prof. Ahmed Khattab



Templates for course specifications

University: Cairo

Faculty: Mass Communication

Department: English

Academic year: 2023/2024

Course specifications

1- Course data:		
Code: PRC301	Title: Organization communication	Level: third
No of studying units: 12 theoretical 2 / practical: 2		

2- Overall aims of course:	Organizational communication (OC) course aims to Understand the importance of effective institutional communication, the development of the concept of OC , its patterns, channels, theories. It seeks to analyze the various strategies used in building and maintaining relationships with organizations' stakeholders. It works on helping the students to identify the factors affecting the effectiveness of institutional communication
3- Intended learning outcomes of course (ILOs)	
a) Information and concepts	a/1 Mention the concept of organizational communication a/2 Describes the importance of organizational communication in different organizations a/3 summarizes communication strategies for building and maintaining relationships. a/4 Identify the most prominent theories used in organizational communications. a/5 Mention a role digital and traditional channels in OC a/6 Explain the steps for building an effective communication system with interest groups. a/7 Explain the techniques of digital transformation in organizations

<p>b) Intellectual skills</p>	<p>b/1 Analyzes case studies of the most prominent effective organizational communication programs in various institutions b/2 Conclusion of the scientific and ethical framework for institutional communication practices b/3 Choosing effective means of communicating with the public, whether internal or external b/4 Discusses how organizations employ digital transformation techniques b/5 Analysis of organizational and communication factors affecting the effectiveness of organizational communications</p>																										
<p>c) Professional and practical skills concerned to the course</p>	<p>c/1 Preparing an integrated communication plan with the internal audience. c/2 Analysis of communication objectives within the framework of organizational communication programs c/3 Writing communication messages for every channel, whether traditional or technological. c/4 Criticism of communication performance from case studies of different institutions according to professional standards c/5 Preparing a plan for how different institutions will transform digitally</p>																										
<p>d) General and transferable skills</p>	<p>d/1 Develop organizational and coordination skills. d/2 Develop teamwork, time management, and peer evaluation skills. d/3 Develop presentations skills. d/4 Improve analytical skills. d/5 Practice creative thinking and brainstorming</p>																										
<p>4- Course contents:</p>	<table border="1"> <thead> <tr> <th rowspan="2">Week</th> <th rowspan="2">Content</th> <th colspan="2">Studying Hours</th> </tr> <tr> <th>Theoretical</th> <th>Practical</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Introduction to organizational communication and its types</td> <td>2</td> <td>2</td> </tr> <tr> <td>2.</td> <td>techniques of OC and its channels</td> <td>2</td> <td>2</td> </tr> <tr> <td>3.</td> <td>Digital channels of OC</td> <td>2</td> <td>2</td> </tr> <tr> <td>4.</td> <td>Corporate communication strategies</td> <td>2</td> <td>2</td> </tr> <tr> <td>5.</td> <td>Strategies for building internal</td> <td>2</td> <td>2</td> </tr> </tbody> </table>	Week	Content	Studying Hours		Theoretical	Practical	1.	Introduction to organizational communication and its types	2	2	2.	techniques of OC and its channels	2	2	3.	Digital channels of OC	2	2	4.	Corporate communication strategies	2	2	5.	Strategies for building internal	2	2
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		relationships		
	6.	Strategies for maintaining internal relationships	2	2
	7.	Mid-term Exam	-	-
	8.	Factors affecting the effectiveness of OC (organizational factors)	2	2
	9.	Factors affecting the effectiveness of OC (Communication factors)	2	2
	10.	Factors affecting the effectiveness of OC (Employee-specific factors)	2	2
	11.	Organizational communication theories	2	2
	12.	Leadership and OC	2	2
	13.	Digital transformation in organizations	2	2
	14.	Project Presentation	-	6
	15.	Final Exam	-	-
5- teaching and learning methods:	<p>5/1 Lectures.</p> <p>5/2 Discussions.</p> <p>5/3 Diving students into working groups.</p> <p>5/4 Each group presenting analysis of case studies of organizational communication models in companies around the world.</p> <p>5/5 Presentations of organizational communication programs proposed by students</p> <p>5/6 Self-learning by searching the Internet for the latest studies in the field of organizational communication, summarizing what he saw, and using what he/she read during discussions.</p> <p>.</p>			
6- Teaching and learning	6/1 If a student missed the Mid-Term exam, he/she can attend a make-up exam			

methods for limited skills students:	6/2 Providing the course content on Facebook group 6/3 Exercise more under the supervision of the professor. 6/4 Provide them with the material on a hard copy to help them see it better than on the projector. 6/5 Make the exam in Braille for the blind students.																	
7- Student assessment methods:																		
a) Methods used:	7/a/1 Individual assignments. 7/a/2 Midterm project. 7/a/3 Group projects. 7/a/4 Final Exam.																	
b) Assessment schedule:	<table border="1"> <thead> <tr> <th>Schedule</th> <th>Assessment</th> </tr> </thead> <tbody> <tr> <td>Week 7</td> <td>Mid-term exam</td> </tr> <tr> <td>Week 14</td> <td>Project presentation</td> </tr> <tr> <td>Week 15</td> <td>Final Exam</td> </tr> </tbody> </table>			Schedule	Assessment	Week 7	Mid-term exam	Week 14	Project presentation	Week 15	Final Exam							
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a) Course notes:	8/a/1 Oral lectures.																	
b) Essential books (text books)	<ul style="list-style-type: none"> • Dennis K. Mumby , Timothy R. Kuhn, (2018), Organizational Communication: A Critical Introduction • Edward C. Brewer and Jim Westerman, (2017), Organizational Communication: Today's Professional Life in Context 																	
c) Recommended book:	<ul style="list-style-type: none"> • Mumby, D. K. (2012). Organizational communication: A critical approach. Sage. • Lutgen-Sandvik, P., & Sypher, B. D. (Eds.). (2010). Destructive organizational communication: Processes, consequences, and constructive ways of organizing. Routledge. • Downs, C. W., DeWine, S., & Greenbaum, H. H. (2020). Measures of organizational communication. In Communication research measures (pp. 57-78). Routledge. 																	
d) Scientific periods, websites, etc.	<ul style="list-style-type: none"> - Public Relations Review is a peer-reviewed academic journal covering public relations that is published quarterly by Elsevier. - Corporate Communications: An International Journal, Emerald Publishing addresses the issues arising from the 																	

	<p>increased awareness that an organization's communications are part of the whole organization, and that the relationship an organization has with its external public requires careful management.</p> <ul style="list-style-type: none">- Journal of Public Policy & Marketing is a quarterly peer-reviewed academic journal published by the American Marketing Association (United States).- https://www.ekb.eg/- https://www.allacademic.com/- https://scholar.google.com.eg/schhp?hl=ar
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Course Coordinator: Dr/Mai Hossam

Head of Department: Prof. Souraya Elbadawy