



## Templates for course specifications

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

### Course specifications

1- Course data:		
Code: ADV308	Title: Branding	Level: fourth
No of studying units: 3 theoretical : 2 / practical: 2		

2- Overall aims of course:	This course equips students with a comprehensive understanding of branding principles and practices. Students will gain the knowledge and abilities to analyze the strategic development and management of brands. In addition, they will develop and implement effective communication strategies that build and enhance brand image.
3- Intended learning outcomes of course (ILOs)	
a) Information and concepts	a/1 Define and explain key branding concepts, including brand identity, brand personality, brand positioning, and brand equity. a/2 Analyze the factors that influence consumer perception and brand loyalty. a/3 Explain the role of branding in the

	digital age and its impact on communication strategies.				
b) Comprehension	<p>b/1 Lectures will introduce key branding concepts, ensuring students grasp the fundamental knowledge.</p> <p>b/2 Class discussions and activities will encourage students to analyze and interpret branding principles in various contexts.</p> <p>b/3 Case studies will provide opportunities for students to comprehend how branding theories are applied in real-world scenarios.</p>				
c) Professional and practical skills concerned to the course	<p>c/1 Apply branding principles to develop a brand strategy for a specific product, service, or organization.</p> <p>c/2 Evaluate and critique existing branding campaigns across different industries.</p> <p>c/3 Develop effective communication strategies that support and enhance brand image.</p> <p>c/4 Utilize design thinking and research methods to create a strong brand identity.</p>				
d) General and transferable skills	<p>D/1 Work in a team.</p> <p>D/2 Critical thinking and analytical skills through case study analysis and discussions.</p> <p>D/3 Problem-solving skills through applying branding principles to real-world scenarios.</p>				
4- Course contents:	<table border="1"> <thead> <tr> <th>Week</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>1</td> <td> <b>Introduction to Branding:</b>            -What is branding?            -History and Evolution of Branding.         </td> </tr> </tbody> </table>	Week	Content	1	<b>Introduction to Branding:</b> -What is branding? -History and Evolution of Branding.
Week	Content				
1	<b>Introduction to Branding:</b> -What is branding? -History and Evolution of Branding.				

		-Activity: Identify and analyze branding elements of familiar companies.
	2	<p><b>Brand Identity:</b></p> <ul style="list-style-type: none"> <li>-Building a strong brand identity.</li> <li>-Visual identity elements: logo, typography, colors, etc.</li> <li>-Section activity: Create a mood board reflecting a brand identity.</li> </ul>
	3	<p><b>Brand Positioning:</b></p> <ul style="list-style-type: none"> <li>-Understanding market competition and differentiation.</li> <li>-Developing a unique value proposition.</li> <li>-Case study analysis: Positioning strategies of leading brands.</li> </ul>
	4	<p><b>Brand Strategy:</b></p> <ul style="list-style-type: none"> <li>-Creating a roadmap for long-term brand success.</li> <li>-Setting brand goals and objectives.</li> <li>-Group project brainstorming: Develop a brand strategy for a chosen product/service.</li> </ul>
	5	<p><b>Brand Management:</b></p> <ul style="list-style-type: none"> <li>-Processes and techniques for maintaining brand consistency.</li> <li>-Brand voice and messaging across various channels.</li> <li>-Section activity: Craft brand messaging for different communication platforms (social media, website).</li> </ul>

	6	<b>Consumer Psychology &amp; Branding:</b> -Understanding consumer behavior and decision-making.
	7	<b>Midterm Exam</b>
	8	-Customer relationship management (CRM) strategies.
	9	<b>Branding in the Digital Age:</b>  -Leveraging social media and online platforms for brand building.  -Influencer marketing and brand partnerships.
	10	<b>Public Relations &amp; Branding:</b>  -Strategies for effective brand communication through public relations.  -Crisis communication and brand reputation management.  -Case study analysis: Public relations campaigns and their impact on branding.
	11	<b>Advertising &amp; Branding:</b> -Integrating branding messages into advertising campaigns.

		-Developing brand storytelling and creative concepts.				
	12	Personal Branding & Career Development				
	13	<b>Future of Branding:</b> -Emerging trends in branding like artificial intelligence (AI), virtual reality (VR), and the metaverse.  -Explore the impact of new technologies on brand communication and customer experience.				
	14	Revision & Presentations				
	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:	-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> </tbody> </table>		Schedule	Assessment	Participation	5
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	<table border="1"> <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> </table>	In-Class Activities	5	Assignment	20	Mid term	20	Final exam	50				
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<b>8- List of references:</b>													
a) Course notes:	N/A												
b) Essential books (text books)	"Branding: In Five and a Half Steps" by Al Ries and Laura Ries												
c) Recommended book:	"Brandwashed: Tricks Companies Use to Manipulate Our Minds and Persuade Us to Buy" by Martin Lindstrom												
d) Scientific periods, websites, etc.	American Marketing Association (AMA) Branding resources. The Branding Journal: Website: <a href="https://www.thebrandingjournal.com/">https://www.thebrandingjournal.com/</a>												

Course coordinator:

Head of Department: Prof. Ahmed Khatab



## Templates for course specifications

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

### Course specifications

1- Course data:		
Code: COMM413	Title: E-Marketing	Level: Forth
No of studying units: 12 Theoretical: 1.5/ practical: 3		

2- Overall aims of course:	E-Marketing course aims to identify the use of social media, online tools, and e-marketing in the practice of advertising and strategic communication. It seeks to create an insightful understanding of steps of e-marketing campaign planning process. It works on helping the students to use different tools of e-marketing within different campaigns effectively to reach the target audience.
3- Intended learning outcomes of course (ILOs)	
a) Information and concepts	a/1 Define online marketing and its different tools. a/2 Describe how to build a successful foundation. a/3 Illustrate the steps and phases of planning an online marketing website. a/4 Outline the stages and elements of building an online marketing website. a/5 State how to conduct content marketing. a/6 Illustrate search-engine marketing. a/7 Explain search-engine optimization.

	<p>a/8 Discuss an overview about social marketing.</p> <p>a/9 Explain blogging, types of blogs, and their uses in e-marketing.</p> <p>a/10 Describe online advertising.</p> <p>a/11 Explain the difference between offline and online advertising.</p> <p>a/12 Identify e-mail marketing.</p>
<p><b>b) Intellectual skills</b></p>	<p>b/1 Distinguish the advantages of online marketing has on offline marketing.</p> <p>b/2 Interpret the challenges of building a website for online marketing.</p> <p>b/3 Compare content marketing techniques.</p> <p>b/4 Describe the role search-engines play in online marketing.</p> <p>b/5 Illustrate steps of the research necessary to create a successful e-marketing campaign.</p> <p>b/6 Interpret the difference between social and commercial e-marketing.</p> <p>b/7 Compare the pros and cons of using different e-marketing tools. (e.g., blogs, email, search-engine, or social media)</p> <p>b/8 Explain the difference between the different types of blogs.</p> <p>b/9 Relate different assessment methods to the various online marketing tools used in a campaign.</p>
<p><b>c) Professional and practical skills concerned to the course</b></p>	<p>c/1 Utilize different online marketing tools.</p> <p>c/2 Build an online marketing website.</p> <p>c/3 Create blogs that best serve e-marketing campaigns.</p> <p>c/4 Create a search engine optimized content.</p> <p>c/5 Use email and social media to promote an idea or a product online.</p>
<p><b>d) General and transferable skills</b></p>	<p>d/1 Develop organizational and coordination skills.</p> <p>d/2 Develop teamwork, time management, and peer evaluation skills.</p> <p>d/3 Develop presentations skills.</p> <p>d/4 Improve analytical skills.</p> <p>d/5 Develop online marketing skills.</p> <p>d/6 Practice creative thinking and brainstorming</p>
<p><b>4- Course contents:</b></p>	



	Week	Content	Studying Hours	
			Theoretical	practical
	1	What is e-Marketing	2	2
	2	Social media types & dashboards	2	2
	3	Realtime marketing & news jacking	2	2
	4	SEM: search engine marketing	2	2
	5	Online advertising	2	2
	6	Building e-marketing strategy	2	2
	7	Mid-term exam	-	-
	8	Mobile marketing	2	2
	9	Content marketing	2	2
	10	Building A Site for Online Marketing	2	2

	11	Search engine optimization	2	2								
	12	Email Marketing	2	2								
	13	Affiliate marketing	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 Group presentations.</p> <p>5/4 Diving students into working groups using the breakouts on the Blackboard platform.</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.</p>											
<b>7- Student assessment methods:</b>												
a) Methods used:	<p>7/a/1 Individual assignments.</p> <p>7/a/2 Midterm project.</p> <p>7/a/3 Group projects.</p> <p>7/a/4 Final Exam.</p>											
b) Assessment schedule:	<table border="1"> <thead> <tr> <th>Evaluation</th> <th>Schedule</th> </tr> </thead> <tbody> <tr> <td>Mid-Term exam</td> <td>Week 7</td> </tr> <tr> <td>E_marketing project presentation</td> <td>Week 14</td> </tr> <tr> <td>Final Exam</td> <td>Week 15</td> </tr> </tbody> </table>				Evaluation	Schedule	Mid-Term exam	Week 7	E_marketing project presentation	Week 14	Final Exam	Week 15
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<b>8- List of references:</b>																
a) Course notes:	8/a/1 Oral lectures.															
b) Essential books (text books)	8/b/1 Chaffey, D., & Smith, P. R. (2008). <i>E-Marketing Excellence: Planning and optimizing your digital marketing.</i> Amsterdam: Butterworth-Heinemann.															
c) Recommended book:	<p>8/c/1 Thomas, L. (2011). <i>The McGraw-Hill 36-hour course: Online marketing.</i> New York: McGraw-Hill.</p> <p>8/c/2 Lambert, Joe (2018). <i>Digital Storytelling: Capturing Lives, Creating Community.</i></p> <p>8/c/3 Hanlon, Annmarie (2019) <i>Digital Marketing: Strategic Planning &amp; Integration.</i></p>															
d) Scientific periods, websites, etc.	8/d/1 Batesole, B. (2016). <i>Online Marketing Fundamentals.</i> Retrieved November 29, 2016, from <a href="https://www.lynda.com/Analytics-">https://www.lynda.com/Analytics-</a>															

	<a href="tutorials/Online-Marketing-Fundamentals/188429-2.html">tutorials/Online-Marketing-Fundamentals/188429-2.html</a>
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Course Coordinator:Dr. Maha Bahnassy

Head of Department:Prof. Souraya elbadawy



## Templates for course specifications

**University:** Cairo

**Faculty:** Mass Communication

**Department:** PR and Advertising - English Program

**Academic year:** 2023/2024

### Course specifications

1- Course data:		
Code: <b>PRA401</b>	Title: Social Media, SEO and Digital Media Strategy	Level: Fourth
No of studying units: 3      theoretical: 2 / practical: 2		

2- Overall aims of course:	Students will learn how to leverage various digital channels to enhance awareness, engagement, attract targeted audiences, and drive conversions. Through knowledge and hands-on projects, students will gain insights into the world of online marketing campaigns, including the fundamental principles of SEO and SEM, the distinction between organic and paid marketing, and the know-how behind media strategies. Additionally, this course provides an overview on budget planning, targeting optimization, and performance analysis. It equips students with the skills and tools needed to navigate through digital marketing campaigns efficiently. By the end of the course, students will be equipped to develop and execute strategic media plans integrating paid and organic efforts that deliver measurable results.
3- Intended learning outcomes of course (ILOs)	
a) Information and concepts	<b>a.1/ Digital Media Strategy:</b> Gain insights into the principles and practices of marketing strategies, including content

	<p>marketing, PPC marketing, SEO marketing, email marketing, and social media marketing</p> <p><b>a.2/ Ads on Social Media:</b> Learn how to create effective advertisements on popular social media platforms to engage audiences and achieve marketing objectives.</p> <p><b>a.3/ SEO Fundamentals:</b> Acquire a basic understanding of Search Engine Optimization (SEO) principles, including keyword research, on-page optimization, and link-building strategies to improve organic search rankings.</p> <p><b>a.4/ SEM &amp; PPC Fundamentals:</b> Explore the fundamentals of Search Engine Marketing (SEM), including pay-per-click (PPC) advertising, keyword bidding, and ad copy optimization to enhance visibility on search engine results pages (SERPs).</p> <p><b>a.5/ Organic vs Paid Marketing:</b> Learn to distinguish between organic and paid marketing strategies and understand when and how to leverage each approach effectively to achieve marketing goals.</p> <p><b>a.6/ Optimized Targeting:</b> Develop skills in audience targeting and segmentation to reach the right audience with the right message at the right time.</p> <p><b>a.7/ Budget Planning:</b> Understand budget planning and allocation across various digital marketing channels to optimize spending and maximize returns.</p> <p><b>a.8/ Execute &amp; Optimize Campaigns:</b> Learn best practices for executing digital marketing campaigns across multiple channels and platforms.</p> <p><b>a.9/ Analyze &amp; Generate Reports:</b> Develop the ability to analyze campaign performance metrics, generate insightful reports, and derive actionable insights to inform future marketing strategies and decision-making.</p>
b) Comprehension	<p>b/1 Understand digital marketing strategies</p> <p>b/2 Comprehend main SEO &amp; SEM Terminologies</p> <p>b/3 Build the fundamentals to execute SEO &amp; SEM campaigns</p> <p>b/4 Build the basics for marketing budget plans.</p>
c) Professional and practical skills concerned to the course	<p>c.1/ Strategic Thinking</p> <p>c.2/ Audience Targeting</p> <p>c.3/ Campaign Planning and Execution</p> <p>c.4/ Data Analysis and Reporting</p> <p>c.5/ Budget Management</p> <p>c.6/ Problem-Solving</p> <p>c.7/ Professional Communication</p>

<p>d) General and transferable skills</p>	<p>D/1 Client management and negotiation skills  D/2 Analytical skills and monitoring market trends  D/3 Utilize marketing tools and reporting techniques.  D/4 Performance Optimization and budgeting techniques</p>	
<p>4- Course contents:</p>	<p>Week</p>	<p>Content</p>
	<p>1</p>	<p><b>Digital Media Strategy &amp; Planning</b></p> <ul style="list-style-type: none"> <li>- Understand the components of a marketing strategy.</li> <li>- Comprehension of the main terminologies in digital marketing.</li> <li>- Fundamentals of building a marketing plan.</li> </ul>
	<p>2</p>	<p><b>Social Media Marketing</b></p> <ul style="list-style-type: none"> <li>- Understanding how to build a persona for an online campaign.</li> <li>- Understanding the demographics, user behavior, and targeting options on social platforms</li> <li>- Understand the important terminologies used for social media ads</li> <li>- Introduction to the Meta Ad center and the Meta Ads Manager.</li> </ul>
	<p>3</p>	<p><b>SEM Fundamentals (1)</b>  Delve deeper into Paid Media (PPC advertising) definitions, tools, and utilization.</p>
	<p>4</p>	<p><b>SEM Fundamentals (2)</b>  Delve deeper into Paid Media (PPC advertising) definitions, tools, and utilization.</p>

	5	<p><b>Guest Speaker from a marketing agency - Opinion Leader in the marketing field.</b></p> <ul style="list-style-type: none"> <li>- Provides hands-on experience.</li> <li>- Discuss actual case studies.</li> </ul> <p>Open discussion for FAQs.</p>
	6	<b>Midterm Exam</b>
	7	<p><b>SEO Fundamentals (1)</b></p> <p>Delve deeper into Organic search campaigns definitions, tools, and utilization.</p>
	8	<p><b>SEO Fundamentals (2)</b></p> <p>Delve deeper into Organic search campaigns definitions, tools, and utilization.</p>
	9	<b>Targeting Optimization</b>
	10	<p><b>Budgeting</b></p> <ul style="list-style-type: none"> <li>- How to allocate budget per program while maintaining profitability and ROAS</li> <li>- How to split budget between marketing activities based on performance</li> </ul>
	11	<p><b>Campaign Execution and Optimization (1)</b></p> <ul style="list-style-type: none"> <li>- What are the components of the marketing campaign.</li> <li>- How to measure the effectiveness of marketing campaigns</li> <li>- Campaign performance optimization</li> </ul>



	12	<b>Campaign Execution and Optimization (2)</b> <ul style="list-style-type: none"> <li>- What are the components of the marketing campaign.</li> <li>- How to measure the effectiveness of marketing campaigns</li> <li>- Campaign performance optimization</li> </ul>
	13	<b>Analyzing Results, Reports, and Performance Trends.</b> <ul style="list-style-type: none"> <li>- -How to report on campaign performance</li> <li>- -How to build performance trend of campaigns and draw conclusions</li> <li>- -What are the analytical tools and platforms.</li> </ul>
	14	<b>Case Studies Reflection</b>
	15	Final Exam
5- teaching and learning methods:	PowerPoint presentations. Hands-on projects from real case studies. Online marketing tools. Academic reflection and opinion papers. Activities (Brainstorming - Discussion - Team projects).	
6- Teaching and learning methods for limited skills students:	-One to one weekly meetings. -Offering solutions and support to accommodate different cases and disabilities.	
7- Student assessment methods:		
a) Methods used:	Participation	

	<p>In-Class Activities</p> <p>Assignment</p> <p>Mid term</p> <p>Final exam</p>												
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a) Course notes:	N/A												
b) Essential books (text books)	Digital Marketing Fundamentals From Strategy to ROI By <a href="#">Marjolein Visser</a> , <a href="#">Berend Sikkenga</a> , <a href="#">Mike Berry</a>												
c) Recommended book:	Digital Media and Innovation: Management and Design Strategies in Communication By Richard A. Gershon												
d) Scientific periods, websites, etc.	<b>Hubspot Academy</b> <a href="https://academy.hubspot.com/courses/digital-advertising-training">https://academy.hubspot.com/courses/digital-advertising-training</a> <a href="https://academy.hubspot.com/courses/facebook-marketing-training">https://academy.hubspot.com/courses/facebook-marketing-training</a>												

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**LinkedIn Learning Blogs**

<https://www.linkedin.com/pulse/10-best-free-tools-digital-marketing-2024-xtw7c/>

**Learn with Google**

<https://analytics.google.com/analytics/academy/course/6>  
<https://developers.google.com/search/docs/fundamentals/seo-starter-guide>

Course Coordinator: Dr. Passant Halawa

Head of Department: Prof. Dr. Souraya Elbadaoui



## Templates for course specifications

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

### Course specifications

1- Course data:		
Code: PRA403	Title: Production of promotional materials	Level: fourth
No of studying units: 3 Theoretical: 2 hours / practical: 2 hours		

2- Overall aims of course:	This course aims at teaching students how to differentiate the concept of promotion and to know , execute variety of promotional tools .
3- Intended learning outcomes of course (ILOs)	
a) Information and concepts	a/1- Define marketing, promotion, advertising, public relations, and understand the changes in the practice of advertising & investigating public relation programs. a/2- Identify the effective communication and promotional message and themes a/3- Define the new trends in promo products . a/4- Define digital promotional strategies . a/5- List the elements of the promotional tools . a/6- Identify "Place" and "Promotion" in the marketing mix. a/7- List the elements of the promotional mix. a/8- Define public relations, personal selling and advertising. a/9- Identify ethical issues regarding promotion .
b) Intellectual skills	b/1- Discuss the role of effective promotional concepts that help change behaviors and attitudes of individuals b/2- Explain the purpose of promotion. b/3- Explain the process of promotion b/4- Explain the elements of the promotional mix.

	<p>b/5- Explain public relations, personal selling and advertising.</p> <p>b/6- Criticize regulations, ethical and legal issues concerning media acts especially advertising.</p>																										
c) Professional and practical skills concerned to the course	<p>c/1- Conduct a complete promotional campaign</p> <p>c/2- Apply different social media promotion formats</p> <p>c/3- Apply the steps of preparing the promotional mix.</p> <p>c/4- Analyze various promotional case studies</p> <p>c/5- Apply the stages of writing a creative brief .</p>																										
d) General and transferable skills	<p>d/1- Develop and enhance teamwork and time management skills.</p> <p>d/2- Develop presentations skills.</p> <p>d/3- Develop research and analytical skills.</p> <p>d/4- Practice creative thinking and brainstorming.</p>																										
4- Course contents:	<table border="1"> <thead> <tr> <th rowspan="2">Week</th> <th rowspan="2">Topics</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 promotion</td> <td>2</td> <td>2</td> </tr> <tr> <td>2</td> <td>Introduction to marketing mix</td> <td>2</td> <td>2</td> </tr> <tr> <td>3</td> <td>Writing a creative brief</td> <td>2</td> <td>2</td> </tr> <tr> <td>4</td> <td>Importance of branding guidelines in promotion process</td> <td>2</td> <td>2</td> </tr> <tr> <td>5</td> <td>Elements of promotional</td> <td>2</td> <td>2</td> </tr> </tbody> </table>	Week	Topics	Studying Hours		Theoretical	Practical	1	Introduction to promotion	2	2	2	Introduction to marketing mix	2	2	3	Writing a creative brief	2	2	4	Importance of branding guidelines in promotion process	2	2	5	Elements of promotional	2	2
	Week			Topics	Studying Hours																						
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5	Elements of promotional	2	2																								

		mix (sales promotion)		
	<b>6</b>	Public relations, personal selling	<b>2</b>	<b>2</b>
	<b>7</b>	Midterm exam	-	-
	<b>8</b>	Advertising	<b>2</b>	<b>2</b>
	<b>9</b>	Ethical issues regarding promotion	<b>2</b>	<b>2</b>
	<b>10</b>	Social media promotion	<b>2</b>	<b>2</b>
	<b>11</b>	Tiktok promotion	<b>2</b>	<b>2</b>
	<b>12</b>	AI tools used on promotion	<b>2</b>	<b>2</b>
	<b>13</b>	Students presentations	<b>2</b>	<b>2</b>
	<b>14</b>	Students presentations	-	<b>6</b>
	<b>15</b>	Final exam	-	-
	5- teaching and learning methods:	5/1- PowerPoint lectures. 5/2- Lecturer's notes.		

	<p>5/3- Projects.</p> <p>5/4 Dividing the students into working groups</p>															
6- Teaching and learning methods for limited skills students:	<p>6/1- If a student missed a midterm exam, he/she can attend a make-up exam.</p> <p>6/2- Being available to re-explain topics during the office hours, if needed.</p> <p>6/3- Dividing students into working groups.</p> <p>6/4- Providing the students with the course content on the Facebook group.</p> <p>6/5 Make the exam in braille for blind students</p>															
7- Student assessment methods:																
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8- List of references:																
a) Course notes:	<p>PowerPoint lectures.</p> <p>Lecturer's notes.</p>															
b) Essential books (text books)	<p>Mullin, R. (2018). Promotional Marketing (2nd ed.). Routledge.</p>															

c) Recommended book:	Carson, M. (2009).The silent salesman: Guaranteed strategies for increasing sales and profits using promotional products. New Jersey: John Wiley & Sons, Inc.
d) Scientific periods, websites, etc.	Tudin, R., & Ling Ling, A. (2012). Promotion mix: Level of awareness and purchase likelihood, Faculty of Economics and Business, University Malaysia Sarawak.

**Course Coordinator:** Dr. Hayat Badr

**Head of Department:** Prof. Ahmed Khattab





## Templates for course specifications

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

### Course specifications

1- Course data:		
Code: PRA 402	Title: managing web content	Level: Fourth
No of studying units: 12 Theoretical: 2/ practical: 2		

2- Overall aims of course:	managing web content course aims to identify the use of content marketing in the practice of online advertising and digital marketing. It seeks to create an insightful understanding of steps of content creation, management & distribution. It works on helping the students to use different tools of content creation & publishing to reach the target audience.
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3- Intended learning outcomes of course (ILOs)	
a) Information and concepts	a/1 Define content marketing and its different tools. a/2 Describe how to build a successful content. a/3 Illustrate the steps and phases of planning a content marketing strategy. a/4 Outline the stages and elements of building a content. a/5 State how to manage content marketing. a/6 Illustrate influencer marketing, SEO, SEM. a/7 Explain the types of written, visual & audio

	<p>content.</p> <p>a/8 Explain blogging, types of blogs, and their uses in content marketing.</p> <p>a/9 Explain the difference between content and traditional marketing.</p>										
b) Intellectual skills	<p>b/1 Distinguish the advantages of content marketing.</p> <p>b/2 Interpret the challenges of building effective content.</p> <p>b/3 Compare content marketing techniques.</p> <p>b/4 Illustrate steps of the research necessary to create successful content.</p> <p>b/5 Interpret the difference between the different content metrics.</p> <p>b/6 Compare the pros and cons of using content marketing.</p> <p>b/7 Explain the difference between the different types of content.</p>										
c) Professional and practical skills concerned to the course	<p>c/1 Utilize different content marketing tools.</p> <p>c/2 Build an online marketing website.</p> <p>c/3 Create blogs that best serve e-marketing campaigns.</p> <p>c/4 Create a search engine optimized content.</p> <p>c/5 Use email and social media to promote an idea or a product online.</p>										
d) General and transferable skills	<p>d/1 Develop organizational and coordination skills.</p> <p>d/2 Develop teamwork, time management, and peer evaluation skills.</p> <p>d/3 Develop presentations skills.</p> <p>d/4 Improve analytical skills.</p> <p>d/5 Develop online marketing skills.</p> <p>d/6 Practice creative thinking and brainstorming</p>										
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Week	Content			Studying Hours							
		Theoretical	practical								
1	Content Marketing definition &	2	2								

		basics		
	2	Steps of content marketing strategy	2	2
	3	Types of content 1 (visual, written, audio)	2	2
	4	Types of content 2 (visual, written, audio)	2	2
	5	Content creation (brainstorming – content presentation)	2	2
	6	Content distribution channels & strategies	2	2
	7	Mid-term exam	-	-
	8	Phases of Content management	2	2
	9	Top	2	2

		Challenges of Implementing Content Marketing Strategy		
	10	Content Marketing and Online Marketing (SEM, social media, Email marketing)	2	2
	11	Content Marketing and Influencer Marketing	2	2
	12	Tools and Apps of Content Marketing	2	2
	13	Content marketing metrics	2	2
	14	Project presentation	-	6
	15	Final exam	-	-
5- teaching and learning methods:	<p>5/1 Lectures with case studies &amp; examples.</p> <p>5/2 Discussions about content marketing case studies.</p> <p>5/3 Self studies related to content marketing.</p>			

	<p>5/4 Diving students into working groups.</p> <p>5/5 Group presentations.</p>															
<p>6- Teaching and learning methods for limited skills students:</p>	<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.</p>															
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<p>a) Course notes:</p>	<p>8/a/1 Oral lectures.</p>															
<p>b) Essential books (text books)</p>	<p>8/b/1 J.Dobaj et al. (2015). Content</p>															

	marketing handbook. Warsaw: content marketing expert.
c) Recommended book:	<p>8/c/1 Thomas, L. (2011). <i>The McGraw-Hill 36-hour course: Online marketing</i>. New York: McGraw-Hill.</p> <p>8/c/2 Lambert, Joe (2018). <i>Digital Storytelling: Capturing Lives, Creating Community</i>.</p> <p>8/c/3 Hanlon, Annmarie (2019) <i>Digital Marketing: Strategic Planning &amp; Integration</i>.</p>
d) Scientific periods, websites, etc.	<p>8/d/1 Batesole, B. (2016). <i>Online Marketing Fundamentals</i>. Retrieved November 29, 2016, from <a href="https://www.lynda.com/Analytics-tutorials/Online-Marketing-Fundamentals/188429-2.html">https://www.lynda.com/Analytics-tutorials/Online-Marketing-Fundamentals/188429-2.html</a></p>

Course Coordinator: Dr. Maha Bahnassy

Head of Department: Prof. Souraya elbadawy



## Templates for course specifications

**University:** Cairo

**Faculty:** Mass Communication

**Department:** English Section

**Academic year:**2023/2024

### Course specifications

1- Course data:		
Code: DM301	Title: Media Translation 1	Level: fourth
No of studying units:3		
Theoretical:2 / practical: 2		

2- Overall aims of course:	Media Translation (1) course is essentially practical which aims to train students to become media translators by reinforcing the skills and techniques required of their translations of different media text-types from English to Arabic. Understanding linguistic and cultural differences between Arabic and English when translating .Students will learn from regular exercises in translating a wide variety of media texts and representative material selected from international news, regional newspaper, televisions, advertisements and websites.
3- Intended learning outcomes of course (ILOs)	
a) Information and concepts	a/1- Mention an introduction to the art of translation a/2- Mention translation theories a/3- Explains the different translation methods and mechanisms

	<p>a/4- Describes the advantages and disadvantages of literal translation.</p> <p>a/5- Explains the translation of news headlines and becomes familiar with specialized terminology.</p> <p>a/6- Understanding the meanings of terms through translating specialized articles in the field of public relations and advertising.</p> <p>a/7- Mention a group of the most common English terms</p>			
b) Intellectual skills	<p>b/1- Analyze translation theories</p> <p>b/2- Compares the translation of Arabic and English texts.</p> <p>b/3- Compares the grammatical rules in English and Arabic languages.</p> <p>b/4-Update the students' vocabulary.</p>			
c) Professional and practical skills concerned to the course	<p>C/1- Apply knowledge of effective translation to selected English texts.</p> <p>C/2- Translating Arabic/English texts communicatively and not literally.</p> <p>C/3- Translating specialized articles in the field of public relations and advertising.</p>			
d) General and transferable skills	<p>D/1- Being able to translate some health/literary/artistic/political/cultural/religious texts.</p> <p>D/2- Identify a group of the most common English terms.</p> <p>D/3 Effectively handling the computer and its various programs and accessing the Thinqi educational platform.</p> <p>D/4 using the Internet to collect the meanings of new terms.</p> <p>D/5- Thinks critically.</p> <p>D/6- Discusses or presents a lecture or report on a translated article.</p> <p>D/7- Discusses and compares the differences between translations according to context.</p> <p>D/8 Working in a team.</p> <p>D/9 Time management</p>			
4- Course contents:	<table border="1"> <thead> <tr> <th>Week</th> <th>Content</th> <th>Studying Hours</th> </tr> </thead> </table>	Week	Content	Studying Hours
Week	Content	Studying Hours		



		<b>Theoretical</b>	<b>practical</b>
1	Introduction to the art of translation.	2	2
2	Rules and Guidelines of Good Translation	2	2
3	Translation theories	2	2
4	Different translation methods and mechanisms	2	2
5	Translation of news headlines / Class Activities.	2	2
7	Mid-term exam	-	-
8	Advantages and disadvantages of literal and communicative translation.	2	2
9	Illustration of different abbreviations for worldwide News Agencies	2	2
10	Illustration of different abbreviations for worldwide News Agencies / Class Activities.	2	2
11	Translating specialized articles in the field of public relations and advertising.	2	2
12	Identify a group of the most common English terms	2	2

	13	Translating specialized articles in the field of public relations and advertising/ Class Activities.	2	2
	14	Project presentation	2	2
	15	Final exam	-	-
5- teaching and learning methods:	5/1 Lectures. 5/2 Discussions. 5/3 Class activities. 5/4 Group presentations.			
6- Teaching and learning methods for limited skills students:	6/1 If a student missed the Mid-Term exam, he/she can attend a make-up exam. 6/2 Incorporate Audio and Visual Materials. 6/3 Encourage Oral Expression Instead of Written Reports. 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.			
<b>7- Student assessment methods:</b>				
a) Methods used:	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:	<b>Schedule</b>		<b>Evaluation</b>	
	Week 7		Mid-term exam	
	Week 14		Project presentation	
	Week 15		Final Exam	

c) Weighting of assessments:	<b>Evaluation</b>	<b>Schedule</b>	<b>Percentage</b>
	Mid-term exam	7	20%
	project presentation	14	30%
	Final Exam	15	50%
<b>8- List of references:</b>			
a) Course notes:	8/a/1 Oral lectures. (Lectures on media translation, Dr. Mariam Abdel Hak)		
b) Essential books (text books)	_____		
c) Recommended book:	<ul style="list-style-type: none"> <li>- Advanced English-Arabic Translation (A Practical Guide) by El Mustapha Lahlali · Wafa Abu Hatab · 2022</li> <li>-</li> </ul>		
d) Scientific periods, websites, etc.	<p>8/d/1 International Journal of Media and Translation Studies: <a href="http://ijmts.org/">http://ijmts.org/</a></p> <p>8/d/2 <a href="http://english.ahram.org.eg/">english.ahram.org.eg/</a></p> <p>8/d/3 <a href="http://www.reuters.com">www.reuters.com</a></p> <p>8/d/4 <a href="http://www.bbc.com/news/">http://www.bbc.com/news/</a></p>		

Course Coordinator: Dr. Mariam Abdel Hak

Head of Department: Prof. Ahmed Khattab



## Templates for course specifications

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

### Course specifications

1- Course data:		
Code: PRA413	Title: Online PR	Level: Fourth
No of studying units: 3 Theoretical: 2/ practical: 2		

2- Overall aims of course:	Online PR course aims to cover how online Public Relations offer an insightful look at the practice of PR in an era where social media has revolutionized the way people communicate (being It personal or professional communication). It will also cover how the Online PR activity is closely associated with optimization of results for a company or sector more than many other social media strategies; with many advantages for it being low cost and efficient in information delivery; and discuss the limitations and possible areas of improvement.
3- Intended learning outcomes of course (ILOs)	
a) Information and concepts	a/1 Define online PR and its different functions. a/2 Describe how to build a successful online PR Program. a/3 Illustrate the steps and phases of planning an online PR Program. a/4 State how to conduct organizational analysis. a/5 Illustrate influencer marketing. a/6 Explain AI tools in the PR context. a/7 Explain the difference between offline and

	online PR.																		
b) Intellectual skills	<p>b/1 Describe the role of online PR.</p> <p>b/2 Illustrate steps of the research necessary to create a successful online PR program.</p> <p>b/3 Interpret the difference between the communication channels.</p> <p>b/4 Relate different assessment methods to the online PR campaign.</p>																		
c) Professional and practical skills concerned to the course	<p>c/1 Utilize different online PR tools.</p> <p>c/2 Build an online PR program.</p> <p>c/3 Create an online PR content.</p> <p>c/4 Use email and social media to promote an idea or a product online.</p>																		
d) General and transferable skills	<p>d/1 Develop organizational and coordination skills.</p> <p>d/2 Develop teamwork, time management, and peer evaluation skills.</p> <p>d/3 Develop presentations skills.</p> <p>d/4 Improve analytical skills.</p> <p>d/5 Develop online marketing skills.</p> <p>d/6 Practice creative thinking and brainstorming.</p>																		
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		planning		
	4	online pr platforms	2	2
	5	Social media impact on PR	2	2
	6	Online pr required skills	2	2
	7	Mid-term exam	-	-
	8	Online pr ethics	2	2
	9	Online pr & AI tools	2	2
	10	Writing online PR messages	2	2
	11	Evaluating online PR activities	2	2
	12	Online pr & influencer marketing	2	2
	13	Reputation Management and online PR	2	2
	14	Project	-	6

			presentation																	
	15	Final exam	-	-																
5- teaching and learning methods:	<p>5/1 Lectures.</p> <p>5/2 Discussions.</p> <p>5/3 Group presentations.</p> <p>5/4 Diving students into working groups</p>																			
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<b>8- List of references:</b>																				
a) Course notes:	_____																			

b) Essential books (text books)	Bourne, C. (2022) Public Relations and the Digital Professional Discourse and Change, London: Palgrave Macmillan
c) Recommended book:	<p>8/c/1 Phillips, David (2009) Online public relations: a practical guide to developing an online strategy in the world of social media, London: Kogan Page.</p> <p>8/c/2 Smith, R. D. (2020). Strategic planning for public relations. Routledge.</p> <p>8/c/3 Austin, E. W., Pinkleton, B., &amp; Pinkleton, B. E. (2006). Strategic public relations management: Planning and managing effective communication programs. Routledge.</p>
d) Scientific periods, websites, etc.	<p>8/d/1 journal of Public Relations Research</p> <p>8/d/2 public relations review</p> <p>8/d/3 public relations journal</p>

Course Coordinator: Dr. Maha Bahnassy

Head of Department: Prof. Ahmed Khattab





## Templates for course specifications

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

### Course specifications

1- Course data:		
Code: PRA404	Title: Online Advertising	Level: fourth
No of studying units: 3 theoretical: 2 / practical: 2		

2- Overall aims of course:	This course aims to equip students with the knowledge and practical skills to navigate the evolving world of online advertising, from understanding core concepts and theories to crafting compelling content and managing digital ad campaigns. Students will learn about various online advertising platforms, tools, and techniques used to create effective campaigns.
3- Intended learning outcomes of course (ILOs)	
a) Information and concepts	a/1 Explain key digital advertising terms and models. a/2 Discuss the evolution of digital advertising. a/3 Identify standard and non-standard online advertising formats. a/4 Evaluate different advertising formats and channels. a/5 Craft compelling creative elements for online ads. a/6 Earn how to target and segment audiences for online ads. a/7 Understand ethical and legal considerations in online advertising.

<p>b) Intellectual skills</p>	<p>b/1 Analyze different forms of online advertising, evaluating their effectiveness, strengths, and limitations.</p> <p>b/2 Interpret and analyze data from metrics and analytics tools to assess the performance of online advertising campaigns.</p> <p>b/3 Synthesize digital advertising evolution, and theories, with empirical case studies.</p> <p>b/4 Develop engaging ad content to captivate audiences.</p> <p>b/5 Articulate ideas clearly through various mediums.</p>
<p>c) Professional and practical skills concerned to the course</p>	<p>c/1 Develop digital ad campaigns with clear objectives, target audiences, platforms, and budgets.</p> <p>c/2 Implement ad campaigns across digital channels, adhering to strategies and timelines.</p> <p>c/3 Analyze data for trends and insights, making data-driven decisions to optimise campaigns.</p> <p>c/4 Apply targeting, segmentation, and optimization techniques to enhance the effectiveness of online advertising campaigns.</p> <p>c/5 Apply ethical and legal considerations in online advertising, ensuring compliance with industry standards and regulations.</p>
<p>d) General and transferable skills</p>	<p>d/1 Proficiency in communicating advertising concepts, strategies, and insights to various stakeholders clearly and concisely.</p> <p>d/2 Ability to critically analyze advertising strategies and identify effective approaches and platforms based on theory and case studies.</p> <p>d/3 Competence in interpreting metrics and analytics data to assess the performance of online advertising campaigns and make informed decisions.</p> <p>d/4 Capacity to develop innovative and engaging creative elements for online advertising that resonate with target audiences.</p>

d/5 Understanding of ethical and legal considerations in online advertising and the ability to navigate and address potential issues ethically.

4- Course contents:

Week	Content	Studying Hours	
		Theoretical	Practical
1	Introduction to Online Advertising	2	2
2	Evolution of Digital Advertising	2	2
3	Standard Digital Advertising	2	2
4	Non-standard Digital Advertising	2	2
5	Creative Elements in Online Advertising	2	2
6	Case Studies	2	2
7	Mid-term exam	-	-
8	Theories of Digital Advertising Psychology	2	2
9	Targeting and Segmentation	2	2
10	Metrics and Analytics	2	2
11	Optimization and Ad Campaign Measurement	2	2

	12	Ethical and Legal Considerations in Online Advertising	2	2												
	13	Revision	2	2												
	14	Group Project presentation	2	2												
	15	Final exam	-	-												
5- teaching and learning methods:	5/1 Lectures. 5/2 Project-Based Learning. 5/3 Group presentations. 5/4 flipped classroom. 5/5 Case studies.															
6- Teaching and learning methods for limited skills students:	6/1 If a student misses the Midterm exam, he/she can attend a make-up exam. 6/2 Incorporate Audio and Visual Materials. 6/3 Encourage Oral Expression Instead of Written Reports. 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 visually impaired students.															
7- Student assessment methods:																
a) Methods used:	a) Methods used: 7/a/1 Attendance and Participation. 7/a/2 Midterm Exam. 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 1 – 14</td> <td>Attendance</td> </tr> <tr> <td>Week 1 – 14</td> <td>Participation</td> </tr> <tr> <td>Week 7</td> <td>Mid-term exam</td> </tr> <tr> <td>Week 14</td> <td>Group project presentation</td> </tr> <tr> <td>Week 15</td> <td>Final Exam</td> </tr> </tbody> </table>				Schedule	Assessment	Week 1 – 14	Attendance	Week 1 – 14	Participation	Week 7	Mid-term exam	Week 14	Group project presentation	Week 15	Final Exam
Schedule	Assessment															
Week 1 – 14	Attendance															
Week 1 – 14	Participation															
Week 7	Mid-term exam															
Week 14	Group project presentation															
Week 15	Final Exam															

c) Weighting of assessments:	<table border="1"> <thead> <tr> <th>Evaluation</th> <th>Schedule</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Mid-term exam</td> <td>7</td> <td>20%</td> </tr> <tr> <td>Attendance</td> <td>1 - 14</td> <td>5%</td> </tr> <tr> <td>Participation</td> <td>1 - 14</td> <td>5%</td> </tr> <tr> <td>Group project presentation</td> <td>14</td> <td>20%</td> </tr> <tr> <td>Final Exam</td> <td>15</td> <td>50%</td> </tr> </tbody> </table>			Evaluation	Schedule	Percentage	Mid-term exam	7	20%	Attendance	1 - 14	5%	Participation	1 - 14	5%	Group project presentation	14	20%	Final Exam	15	50%
	Evaluation	Schedule	Percentage																		
	Mid-term exam	7	20%																		
	Attendance	1 - 14	5%																		
	Participation	1 - 14	5%																		
	Group project presentation	14	20%																		
Final Exam	15	50%																			
8- List of references:																					
a) Course notes:	8/a/1 Oral face to face lectures.																				
b) Essential books (textbooks)	8/b/1 McStay, Andrew. (2016). Digital Advertising, 2nd ed. Palgrave MacMillan. <a href="https://www.researchgate.net/publication/309668035_Digital_Advertising_2nd_ed">https://www.researchgate.net/publication/309668035_Digital_Advertising_2nd_ed</a>																				
c) Recommended book:	8/c/1 Charlesworth, A. (2018). Digital Marketing: A Practical Approach (2nd ed). Routledge. <a href="https://doi.org/10.4324/9781315175737">https://doi.org/10.4324/9781315175737</a>																				
d) Scientific periods, websites, etc.	8/d/1 Moz Blog: [Moz Blog: The Beginner's Guide to SEO - moz.com] - Offers in-depth articles on SEO (Search Engine Optimization), a crucial aspect of online advertising for organic reach. <a href="https://www.supermonitoring.com/blog/the-best-seo-tool-moz/">https://www.supermonitoring.com/blog/the-best-seo-tool-moz/</a>																				

Course Coordinator:

Head of Department: Prof. Ahmed Khattab



## Graduation Project course specifications

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

### Graduation Project Course specifications

1- Course data:		
Code: PRA400	Title: Graduation project module	Level: Fourth level
No of studying units: 3		
Theoretical: - / practical: 6		

2-Overall aims of course:	<p><b><u>After completing this course, the student will be able to:</u></b></p> <ol style="list-style-type: none"> <li>1- Preparing an advertising or media campaign in many fields, whether at the level of commercial marketing or social marketing.</li> <li>2- Preparing and designing special events related to the advertising or social campaign.</li> <li>3- Contacting customers who have a relationship with the social or advertising campaign so that they can be sponsors of this campaign.</li> <li>4- Designing advertising messages via the Internet and various social networking sites.</li> <li>5- Managing customer relationships with social media sites.</li> <li>6- Applying various tools to collect data for the advertising and social campaigns.</li> </ol>
2- Intended learning outcomes of course (ILOs)	
a) Information and concepts	<p>After completing this course, the student will be able to:</p> <p>A/1- Learn about the steps of preparing the graduation project.</p> <p>A/2- Summarizes the SWOT analysis (opportunities - threats - strengths and weaknesses)</p>

	<p>A/3- Identify the creative strategies that can be used.</p> <p>A/4- Learn about the steps of designing a newspaper advertisement and a road advertisement.</p> <p>A/5- Learn about the steps of designing a storyboard for a television advertisement.</p> <p>A/6 Learn about the foundations of designing special events for the advertising or social campaign for the graduation project.</p> <p>A/7 defines the foundations of campaign design via the Internet and social media sites.</p> <p>A/8 Learn about the skills of convincing customers with a social or advertising campaign in light of employing personal communication skills.</p>
<p>b) Intellectual skills</p>	<p>After completing this course, the student will be able to:</p> <p>B/1- He discusses different ideas for the graduation project to choose what suits him in agreement with all the group's work members.</p> <p>B/2- Analyze the data he collected from the research he conducted.</p> <p>B/3- Discusses the campaign objectives and creative ideas for advertising designs, publications, and public relations activities in the field of the project.</p> <p>B/4- Discusses the effective elements of the company's website.</p> <p>B/5 The student analyzes the attention-grabbing elements in advertising campaigns on social media sites.</p> <p>B/6 The student classifies the principles for choosing the target audience for the social or advertising campaign and the appropriate time period.</p> <p>B/7 The student discusses the slogan used in the advertising campaign.</p>
<p>c) Professional and practical skills concerned to the course</p>	<p>C/1- Collects theoretical material for scientific studies on the project topic.</p> <p>C/2 Prepare a questionnaire form or interview guide in the field of the project.</p> <p>C/3- Write campaign objectives.</p> <p>C/4- Writes the creative strategy for the campaign.</p> <p>A/5- Designs and produces publications in the field of public relations and advertising.</p> <p>A/6- Writes scripts for television advertisements or documentaries.</p> <p>A/7- Prepare a schedule for the campaign.</p> <p>C/8- He acquires many effective persuasion and presentation skills.</p> <p>C/9-The student is proficient in choosing the means through which advertising campaign messages are presented.</p> <p>C/10 The student designs an event for the social or advertising campaign for the graduation project.</p>

	C/11 The student designs advertising messages for the campaign on social media sites.
d) General and transferable skill	<p>-D.1. Improve the ability to work effectively both independently and with a supervisor.</p> <p>-D.2. Asses the ability to respond to criticism.</p> <p>-D.3 Evaluate the work effectively both individually and as a member of the team.</p> <p>D.4. improve the ability to verify data from the internet</p> <p>D.5 improves the ability to share their knowledge and opinions.</p> <p>D.6 improves the ability to think in different approaches.</p>
3- Course contents:	<p>1- Reviewing the steps for preparing the graduation project + brainstorming sessions to discuss some ideas.</p> <p>4/2 Discussing the ideas that were chosen to determine the final idea for the project.</p> <p>4/3 Discussing the theoretical aspects that the group must write in the project and distributing the work to the group.</p> <p>4/4- A working session to prepare an interview guide with the relevant officials according to the project.</p> <p>4/5- A working session to design a questionnaire to collect data from the target audience.</p> <p>4/6- Discussing the results of the interview with officials and directing students to write them scientifically.</p> <p>4/7- How to prepare a SWOT analysis (opportunities - threats - strengths - weaknesses) and apply it to the project topic.</p> <p>4/8- A working session to write the results of the questionnaire and the related report.</p> <p>4/9- Formulating the objectives of the advertising campaign and determining the target audience segments.</p> <p>4/10- Choosing the creative strategy for the campaign, and the traditional and modern advertising means through which the campaign messages are broadcast.</p> <p>4/11- Brainstorming sessions to choose the advertising slogan, newspaper advertisement ideas, television storyboard ideas, radio advertisements, and Internet advertisements.</p> <p>4-12- Fundamentals of event design for an advertising or social campaign.</p> <p>4/13 How to set up campaign scheduling.</p> <p>4/14 Implementing campaign messages and training on advertising campaign scheduling and the foundations of campaign evaluation.</p>



	4/15 Campaign presentations.						
4- teaching and learning methods:	<p>5/1 Lecture (direct instruction).</p> <p>5/2 Discussion.</p> <p>5/3 Case studies by presenting marketing campaigns, exchanging opinions, and dealing with students.</p> <p>5/4 Dividing students into work teams (cooperative learning).</p> <p>5/5 Self-learning by searching the Internet, searching in the library, summarizing what he saw, and using what he read during discussions.</p> <p>5/6 Brainstorming.</p> <p>5/7 Presentations.</p> <p>5/8 Solve problems by proposing elements of a marketing plan to develop a product.</p> <p>5/9 E-learning through the Thingi platform and interactive lectures through the platform.</p>						
5- Teaching and learning methods for limited skills students	<p>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:</p> <p>6/1- Providing the study content on CD in Word format for easy conversion into Braille (competent students)</p> <p>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.</p>						
6- Student assessment methods:							
a) Methods used:	<p>7.a.1 Discussion and weekly meetings with students</p> <p>7.a.2 Tuition costs to evaluate the student's ability to research and investigate</p> <p>7/A/3- Discussion, participation, and observation of students' behavior and performance in meetings.</p> <p>7/A/4- A discussion for project at the end of the semester</p>						
b) Assessment schedule:	<p>Assessing the idea ( week 4)</p> <p>Final project (week 13)</p>						
c) Weighting of assessments:	<table border="1"> <thead> <tr> <th>Evaluation</th> <th>Schedule</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Meeting for choosing the core of the project</td> <td>1,2,3</td> <td>25%</td> </tr> </tbody> </table>	Evaluation	Schedule	Percentage	Meeting for choosing the core of the project	1,2,3	25%
Evaluation	Schedule	Percentage					
Meeting for choosing the core of the project	1,2,3	25%					

	Practical sections	4,5,6,7,8,9,10,11,12.	25%	
	Final project	Week 13	50%	
7- List of references:				
a)	Course notes:	Powerpoint presentations		
b)	Essential books (textbooks)	<ul style="list-style-type: none"> <li>- <b>Digital Marketing For Dummies Kindle Edition</b> by Ryan Deiss (Author), Russ Henneberry, July 2020.</li> <li>- Marketing Research: An applied orientation 6<sup>th</sup> edition, Malhotra.</li> <li>- Dan White, "The Smart Marketing Book: The Definitive Guide to Effective Marketing Strategies", (Concise Advice) Hardcover – September 10, 2021.</li> </ul>		
c)	Recommended book:	<ul style="list-style-type: none"> <li>- Armstrong, G., Kotler, P., Harker, M. &amp; Brennan, R., (2015), "<b>Marketing: An Introduction</b>", 3<sup>rd</sup>. Ed.,(USA: Pearson Education)</li> <li>- Mullin, R., (2018), '<b>Promotional Marketing</b>', 2<sup>nd</sup>.Ed., (UK: Routledge)</li> <li>- Hanlon, A., (2019), '<b>Digital Marketing: Strategic Planning &amp; Integration</b>', (UK: Sage Publication).</li> </ul>		
d)	Scientific periods, websites, etc.	<p>Journal of Interactive Marketing  Journal of Marketing Research  Egyptian Journal of Media Research, Faculty of Information, Cairo University  Scientific Journal of Public Relations and Advertising Research, Faculty of Information, Cairo University.</p>		

**Course Coordinator: Dr. Eman Taher**

**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: <b>PR405</b>	Title: Special Topics in Public Relations and Advertising	Level: 4
No of studying units: theoretical 2 / practical: 2		

2- Overall aims of course:	This course equips students with a critical understanding of current trends and emerging issues in Public Relations and Advertising. Students will explore specialized topics in PR and advertising, fostering a deeper understanding of the evolving communication landscape. This course fosters a comprehensive learning experience, preparing students to navigate the dynamic and ever-changing landscape of PR and advertising with a critical, creative, and ethical approach.
3- Intended learning outcomes of course (ILOs)	
a) Information and concepts	a/1 Identify and define key concepts related to the chosen special topics in PR and advertising.

	<p>a/2 Gain knowledge of new technologies and social media platforms impacting Public Relations and Advertising.</p> <p>a/3 Understand the ethical considerations involved in contemporary PR and advertising practices.</p>				
b) Comprehension	<p>b/1 Analyze the impact of current trends and emerging issues on PR and advertising practices.</p> <p>b/2 Critically evaluate the effectiveness of various PR and advertising campaigns.</p> <p>b/3 Demonstrate an understanding of how chosen special topics can be applied to real-world challenges.</p>				
c) Professional and practical skills concerned to the course	<p>c/1 Develop and propose innovative and ethical communication strategies for specific target audiences.</p> <p>c/2 Gain practical skills in conducting research on a chosen special topic in PR or advertising.</p> <p>c/3 Effectively present their research findings and analysis in a clear and concise manner.</p>				
d) General and transferable skills	<p>D/1 Work in a team.</p> <p>D/2 develop strong written and oral communication skills.</p>				
4- Course contents:	<table border="1"> <thead> <tr> <th>Week</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>1</td> <td> <p>-Course overview and learning objectives.</p> <p>-Introduction to chosen special topics (2-3 topics)</p> </td> </tr> </tbody> </table>	Week	Content	1	<p>-Course overview and learning objectives.</p> <p>-Introduction to chosen special topics (2-3 topics)</p>
Week	Content				
1	<p>-Course overview and learning objectives.</p> <p>-Introduction to chosen special topics (2-3 topics)</p>				

	2	<ul style="list-style-type: none"> <li>-Exploring the Landscape of PR &amp; Advertising Today.</li> <li>-Current trends and challenges in the industry.</li> <li>-The impact of technology and social media on communication.</li> </ul>
	3	<ul style="list-style-type: none"> <li>- <b>Crisis Communication in the Digital Age</b></li> <li>-Traditional vs. digital crisis communication strategies</li> <li>-Ethical considerations in crisis communication</li> <li>-Case study analysis of a recent PR crisis</li> </ul>
	4	<ul style="list-style-type: none"> <li><b>Managing Crisis in the Digital Age</b></li> <li>-Social media monitoring and responding during a crisis</li> <li>-Building a crisis communication plan</li> </ul>
	5	<ul style="list-style-type: none"> <li><b>The Rise of Influencer Marketing</b></li> </ul>

		<ul style="list-style-type: none"> <li>-Different types of influencers and their reach</li> <li>-Identifying the right influencers for a brand</li> <li>-Case study analysis of a successful influencer campaign</li> </ul>	
	6	<p><b>Building and Managing Influencer Partnerships</b></p> <ul style="list-style-type: none"> <li>-Key considerations for influencer collaborations</li> <li>-Ethical guidelines</li> </ul>	
	7	Midterm Exam	
	8-9	<p><b>Content Marketing and Storytelling for PR &amp; Advertising:</b></p> <ul style="list-style-type: none"> <li>-Storytelling in building brand awareness and emotional connection</li> <li>-Different content formats suitable for PR and Advertising (blog posts, infographics, videos, social media content)</li> </ul>	

		Creating a content calendar	
	10-11	<b>Artificial Intelligence:</b> <ul style="list-style-type: none"> <li>-Different applications of AI in PR and Advertising (e.g., chatbots, automated content generation)</li> <li>-The ethical considerations of using AI in communication strategies</li> <li>-The potential impact of AI on the future of PR and Advertising jobs</li> </ul>	
	12-13	<b>Ethical Dilemmas in the Age of Deepfakes and Synthetic Media:</b> <ul style="list-style-type: none"> <li>-The potential benefits and risks of using deepfakes and synthetic media</li> </ul>	

		<p>in PR and Advertising</p> <ul style="list-style-type: none"> <li>-Identifying and avoiding unethical uses of these technologies</li> <li>-Developing ethical guidelines for using deepfakes and synthetic media in communication strategies</li> <li>-Case Study</li> </ul>					
	14	Revision & Presentations					
	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"> <li>-One to one weekly meetings</li> <li>-Offering Open source materials for Brielle readers.</li> <li>- Using Taha Hussein's hall for testing students with visual disabilities.</li> </ul>						
7- Student assessment methods:							
a) Methods used:	<ul style="list-style-type: none"> <li>Participation</li> <li>In-Class Activities</li> <li>Assignment</li> <li>Mid term</li> <li>Final exam</li> </ul>						
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> </tbody> </table>			Schedule	Assessment	Participation	5
Schedule	Assessment						
Participation	5						



	<table border="1"> <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> </table>	In-Class Activities	5	Assignment	20	Mid term	20	Final exam	50				
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Final exam	50%												
<b>8- List of references:</b>													
a) Course notes:	N/A												
b) Essential books (text books)	Advertising & IMC by Charles R. Taylor and John N. Ladendorf The Handbook of Global Public Relations by James E. Grunig												
c) Recommended book:	Crisis Communication: A Casebook Approach by Timothy L. Sellnow  Social Media Marketing Strategy: Reaching the Right Audience by Lisa A. Larson												
d) Scientific periods, websites, etc.	Public Relations Society of America (PRSA): <a href="https://www.prsa.org/">https://www.prsa.org/</a> American Advertising Federation (AAF): <a href="https://www.aaf.org/">https://www.aaf.org/</a> Middle East Public Relations Association (MEPRA): <a href="https://www.mepra.org/">https://www.mepra.org/</a>												

Head of Department: Prof. Ahmed Khatab