



### Course Specifications

<b>Course name: Media Course in a foreign language</b> <b>Course code: PRA ٢٠٢</b>	<b>Program: Public Relations &amp; Advertising</b> <b>Level: Second</b> <b>Academic Semester: ١<sup>st</sup> term - ٢<sup>nd</sup> term</b>
<b>Major: PR &amp; Advertising</b>	<b>No. of studying units:</b> <b>Theoretical (٢) Practical (٠)</b>

#### Intended Learning Outcomes (ILOs):

##### a) Information and Concepts:

- A/١ Mention the concepts of public relations, advertising, advertising campaigns and marketing, in English.
- A/٢ Describe the characteristics of public relations and advertising.
- A/٣ Recognize the stages of preparing and planning advertising campaigns.
- A/٤ Recognize the stages of building a successful public relations campaign.
- A/٥ Recognize the methods and origins of media translation and media terminology in a foreign language.

##### b) Intellectual Skills:

- B/١ Distinguish between the functions of public relations and advertising and their position within the company's promotional mix.
- B/٢ Present other differences between public relations and advertising other than those taught in the course.
- B/٣ Analyzing advertising campaigns and discussing their results.
- B/٤ Distinguish between media terms, right and wrong, in translation texts related to public relations and advertising, and in linguistic methods in Arabic and foreign languages.

##### c) Professional and practical skills:

- C/١ Write a plan for an advertising campaign.
- C/٢ Write a plan for a public relations campaign.
- C/٣ Apply the stages of implementing advertising campaigns.
- C/٤ Function general guidelines to build effective public relations campaigns.
- C/٥ Translate specialized media texts in the fields of marketing, public relations and advertising

##### d) General and transferable skills:

- d/١ Dealing efficiently with the computer and its various programs and accessing the Blackboard educational platform
- d/٢ The Internet is used to collect information about organizations
- d/٣ Think critically
- d/٤ Discuss or present a lecture or a report on The differences between Public relations and Advertising.
- d/٥ Discuss and compares everything new in the field of marketing
- d/٦ Work as a team member.
- d/٧ Time management
- d/٨ Using social media and criticizing its performance as a marketing and advertising method
- d/٩ Translate into - from other language.

#### Course content:

- ٤.١/Introduction to main concepts.
- ٤.٢/The differences between Public relations and Advertising.Present Case studies.
- ٤.٣/The Students introduce more differences between public relations and advertising through presentation show.A discussion for students work.
- ٤.٤/Advertising Campaigns:The definitions of advertising campaigns.
- The Characteristics of advertising campaigns.The differences between Advertising campaigns and Single ads.
- ٥.٤ Marketing VS Advertising: Concepts and definitions. The differences between Marketing and Advertising. Show case studies.
- ٦.٤ Revision pre Midterm Exam.
- ٧.٤ Midterm Exam.
- ٨.٤/Introduction to Advertising campaigns stages.
- ٩.٤ The steps of advertising campaigns: Market research.
- ١٠.٤/Budgeting. Setting goals. Advertising channel.
- ١١.٤/Resume the steps of advertising campaigns: Choosing creatives. Design and wording. Placing the ad. The evaluation.
- ١٢.٤/Introduction to Public relations campaigns: What is the importance of PR?
- ١٣.٤/Tips for Creating a Successful Campaign.
- ١٤.٤/Revision.
- ١٥.٤/Final Exam.

#### Teaching and Learning Methods:

- ١. Lectures. ٢. In-class discussions. ٣. Dividing students into working groups. ٤. Presentations. ٥. Brainstorming.

#### Student Assessment Methods:

- ٧/a/١ Written midterm and final exams.
- ٧/a/٢ Assignments to evaluate the students' ability to analyze and investigate.
- ٧/a/٣ Discussion, participation and observing students' performance and behavior during the lecture.