



Course Specification

Course Data			
Code: PRA ٤٠٤	Program: Public Relations & Advertising	Course name: Graduation Project	Level: Fourth level
Studying Units: (٣)		Theoretical: (٢) \ Practical: (١)	

Intended Learning Outcomes Of Course (ILOs)

A) Information and Concepts

A/١- Familiarize with the steps of preparing the graduation project. A/٢- Summarize the SWOT analysis: (strengths, weaknesses, opportunities, threats) A/٣- Recognize creative strategies that can be used. A/٤- Recognize the steps of designing press advertising and billboards. A/٥- Recognize the steps of designing a storyboard for a television advertisement. A/٦- Recognize the basics of designing special events for promotion or social campaigns for the graduation project. A/٧- sets out the foundations for designing an online and social media campaign. A/٨- Recognize the skills of persuading customers with social or commercial campaigns in light of utilizing communication skills.

B) Intellectual Skills

B/١- Discuss different ideas for the graduation project to choose the one that suits better in agreement with all types of work in the group. B/٢- Analyze the data of the Display Network in my research area. B/٣ – Discuss campaign goals, creative ideas for project designs, and PR activities. B/٤- Discuss the company's website. B/٥- Analyze the elements of attention in activities through social communication. B/٦- The labor market. B/٧- Discuss the slogan in the advertising campaign.

C) Professional and Practical Skills

C/١- Collect theoretical material for scientific studies on the subject of the project. C/٢ prepares a questionnaire form or interview evidence in the field of the project. C/٣- Write the objectives of the campaign. C/٤- Writes the creative strategy for the campaign. C/٥- Designs and produces publications in the field of public relations and advertising. A/٦- Write the script for television commercials or documentaries. A/٧- Prepares a schedule for the campaign. C/٨- Acquire many effective persuasion and presentation skills. C/٩- The student is fluent in choosing the means through which the messages of the advertising campaign are displayed. C/١٠ The student designs an event for the social or advertising campaign of the graduation project. A/١١ The student designs advertising messages for the campaign through social networking sites.

D) General And Transferable Skills

D/١ Dealing efficiently with the computer and its various programs and accessing the educational platform Blackboard D/٢ Uses the Internet to collect information about organizations D/٣ thinks critically D/٤ discusses or presents a lecture or report on one of the marketing activities

Course Content

١- Review the steps of preparing the graduation project + brainstorming sessions to discuss some ideas.
 ٢- Discuss the ideas that have been selected to determine the final idea of the project. ٣- Discuss the theoretical aspects that the group should write in the project and distribute the work to the group. ٤- A working session to prepare a guide for the interview with the relevant officials according to the project. ٥- A working session to design a questionnaire to collect data from the target audience. ٦- Discuss the results of the interview with the officials and direct the students to write them scientifically. ٧- How to prepare the four-way analysis (opportunities - threats - strengths - weaknesses) and apply it to the project topic. ٨- A working session to write the results of the questionnaire and the report for that. ٩- Formulating the objectives of the advertising campaign and defining the target audiences. ١٠- Choosing the campaign's creative strategy, and the traditional and modern advertising means through which the campaign's messages are broadcast. ١١- Brainstorming sessions for choosing advertising slogans, newspaper advertisement ideas, TV storyboard ideas, radio advertisements and internet advertisements. ١٢- Foundations of event design for an advertising or social campaign. ١٣- How to set up campaign scheduling. ١٤- Implementation of campaign messages and training on advertising campaign scheduling and campaign evaluation bases ١٥- Campaign presentations.

Teaching

And

Learning

Methods

١- lecture (direct education). ٢- Discussion ٣- Case studies by presenting marketing campaigns, exchanging opinions and dealing with students. ٤ Dividing students into work teams (cooperative learning) ٥- Self-learning by searching on the Internet, searching in the library, summarizing what they have seen and using what they have read during the discussions. ٦- brainstorming. ٧- Presentations ٨- Solve problems by suggesting elements of a marketing plan to develop a product. ٩- E-learning through the Blackboard platform and interactive lectures via the platform.

Student

Assessment

Methods

١- The mid-semester written test. ٢- Study costs to assess the student's ability to research and investigate ٣ Discussion, participation and observation of students' behavior and performance in the lecture ٤-written test at the end of the semester.