



Course Specification

Program: Journalism Academic level :fourth year F1, F2 "Optional" Semester: First Semester - Second Semester	Course name: Journalism Advertising Course code: JUR403
Number of credits: Theoretical () :Practical () :	Specialization: Journalism

- **Intended Learning Outcomes:**

- a. Information and concepts:

- A/1- Explain the scientific concepts of press advertising.
 - A/2- List all communication, marketing, and administrative aspects, as well as psychological, behavioral, and technical aspects that make up the communicative message.
 - A/3- Explain the factors affecting the press advertisement in terms of form and content.
 - A/4- Know the persuasive communication approach to the press advertisement.
 - A/5- Explain the administrative marketing approach.
 - A/6- Determine the psychological and behavioral approach.
 - A/7- List the psychological objectives of advertising and the technical factors affecting increasing its effectiveness.
 - A/8- Explain the technical components of the advertising message.
 - A/9- Describe press photographs and drawings.
 - A/10 - Explain the logo, trademark and trade name.
 - A/11- Know the output and typographical entries.
 - A/12- Name the title and the text: its types and uses.

- b. Intellectual skills:

- B/1- Analyze the factors affecting the performance of the advertising journalist.
 - B/2- link the specialized communicative and marketing components and the psychological and behavioral effects of press advertising.
 - B/3- Evaluate technical and editorial visions and alternatives for the applied models submitted for the press announcement.

- c. Professional and Practical skills:

- C/1- Use press material from its various human and non-human sources.
 - C/2- Design the advertisements to be published in different newspapers for multiple products.

- d. General skills:

- D/1- Using the electronic computer.
 - D/2- Dealing with the Internet.
 - D/3- Time management.
 - D/4- Working in a team in a collective manner.

- **Course Content:**

- 1-The concept of press advertising.
- 2-The basics of press advertising.
- 3-Factors affecting the press advertisement.
- 4- The persuasive communication approach to the press advertisement.
- 5- Administrative marketing entrance.
- 6-Psychological and behavioral approach.
- 7- mid-term exam.

8-The psychological objectives of advertising and the technical factors affecting increasing its effectiveness.

9-Press photographs and drawings.

10-Logo, trademark and trade name.

11-Using the directive and typographical entries.

12-Title and body types and uses.

13 -Practical models for press advertising.

14-General review.

15-Final exam.

- **Teaching and learning methods:**

- The lectures.
- Discussing with students the concepts and models presented.
- Practical exercises prepared by the lecturer for evaluation and reformulation.
- Practical exercises prepared by students such as applications.

- **Student Assessment Methods:**

1. The mid-term written exam to assess the student's understanding of the concept of press advertising and its components.
2. Academic assignments to assess the student's ability and benefit from the theoretical material he obtained during the semester.
3. Discussing and participating in the lecture to assess the extent of his comprehension and understanding of what was taught.
4. A written exam at the end of the semester to assess the student's understanding of all the elements of the course.