



Course Description

Course Title: Media Campaigns for Radio & TV	Level: Third level
Course ID:	Semester:
Credit Units: 3 units (3) Theoretical () Practical	Department: RTV

• Learning Outcomes:

A) Information and Concepts:

- 1- To explain the concept of media campaigns.
- 2- To describe the characteristics of media campaigns.
- 3- To know about the types of media campaigns and their sub-divisions.
- 4- To know how to prepare for media campaigns.
- 5- To identify the appropriate means and appeals for media campaigns.
- 6- To know how to evaluate media campaigns.
- 7- To describe how to make a budget for media campaigns.
- 8- To identify the characteristics of the target audience.
- 9- To explain how to choose the right target audience for each campaign.
- 10- To know the obstacles facing the planning and the execution of media campaigns.
- 11- To identify the right ways of reforming, renewing and the continuity of media campaigns.
- 12- To identify the advantages of social media campaigns on the society.
- 13- To mention the disadvantages that affect the society if these media campaigns are designed and implemented correctly.

B) Mental Skills:

- 1- To analyze a set of media campaigns.
- 2- To criticize the methods that used in these media campaigns objectively.
- 3- To deduce the differences between the different campaigns that he/she analyzed.
- 4- To deduce the obstacles facing the preparation, designing and execution of these campaigns.

- 5- To summarize the needed steps to produce each type of media campaign.
- 6- To suggest new ways to represent the campaigns that he/she has been prepared.
- 7- To classify the means and the appeals of persuasion that were used in each campaign.
- 8- To prove the importance of using new media in executing media campaigns.
- 9- To suggest new ways of using social media platforms as an important means of media campaigns to reach the audience.
- 10- To differentiate between Egyptian, Arab and international media campaigns in terms of design, execution and results.
- 11- To deduce new ways of evaluating media campaigns.
- 12- To differentiate between the steps of preparing media campaigns on radio and TV.

C) Professional Skills:

- 1- Preparing and designing a media campaign.
- 2- Making a presentation for a media campaign.
- 3- Choosing the target audience for this media campaign.
- 4- Using the persuasive methods and appeals for achieving the goals of this campaign.
- 5- Using scientific research methods in the process of designing the campaign.
- 6- Using the internet as a basic tool during the designing and executing this media campaign.
- 7- Choose the appropriate budget for designing and executing this media campaign.
- 8- Identifying the advantages and disadvantages of this campaign and how to eliminate these disadvantages.
- 9- Using the appropriate methods to evaluate and improve his media campaign.

D) General Skills:

- 1- Using the internet in collecting information.
- 2- Thinking critically and creatively.
- 3- Working in teams.
- 4- Improving the ability of self-development and increasing self-confidence.
- 5- Increasing the ability of communicating and interacting with the society.
- 6- Developing the ability of working according to a predetermined budget.

Content:

Studying weeks	Topics	Credit Hours
1	The concept of media campaigns	3
2	The characteristics of media campaigns	3
3	Types of media campaigns	3
4	The steps of preparing for media campaigns	3
5	Choosing the rights means for media campaigns	3
6	Mid-Term Exam	3
7	Target Audience (Types & Characteristics)	3
8	How to make a budget for media campaigns	3
9	Methods of evaluation for media campaigns	3
10	Media campaigns analysis	3
11	Designing & Preparing media campaigns	3
12	Students Presentations for their campaigns	3

• Teaching and Learning Methods:

- Lectures & Online sessions on Blackboard Learning platform.
- Discussions.
- PowerPoint Presentation.

• Evaluation System:

- Discussion and participation during lectures.
- Individual and group assignments.
- Mid-term Exam.
- Final Exam.