



Course Specification

Course Data			
Code: PRA ٤٠٩	Program: Public Relations & Advertising	Course name: Media Production	Level: Fourth Level
Studying Units: (٣) Theoretical: (٢) \ Practical: (١)			

Intended Learning Outcomes Of Course (ILOs)

A) Information and Concepts

A/١ Mentions the concepts of (corporate identity, visual identity, brand personality, press and digital advertising, colors and creative brief and creative thinking). A/٢ Mention the elements of the digital marketing mix and how to build a digital strategy. A/٣ Recognize the elements of the organization's logo. A/٤ Mention the verbal and visual elements of a press advertisement. A/٥ Recognize color theory and its related elements. A/٦ Recognize the nature of the digital environment and how to measure performance.

B) Intellectual Skills

B/١ Employing creative thinking methods in the production of media materials. b/٢ Analyze the basic concepts of numbers and statistics when presenting results of market studies and research. B/٣ Analyzing the elements of the internal and external marketing environment and their impact on the target audience. B/٤ Effectiveness evaluation of some press and digital ads as case studies. B/٥ Analyzing press and digital advertisements in light of the professional and ethical standards of the media profession.

C) Professional and Practical Skills

C/١ Writing the creative brief for the advertising campaign. C/٢ Efficiently plan and design the press and digital advertisement. C/٣ Writing a digital marketing strategy and digital marketing mix. C/٤ Efficient use of colors in advertising designs. C/٥ Criticizing advertising performance on digital platforms in light of ethical and professional standards.

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 advertising campaigns. D/٣- Think critically. D/٤- Working in a team. D/٥ Using social media and criticizing its performance as a means of marketing and advertising.

Course Content

٤/١ Defining the identity of the organization and its components (physical image, personality, cultural environment, relationship, reflection, mental processes) ٢/٤ Defining the organization's visual identity and its dimensions (image, vision, conveying meanings, originality and credibility, continuity, stability, flexibility, innovation, commitment, value). ٣/٤ How to write a Brief Creative. ٤/٤ The concept of Logo, its components and importance. ٤/٥ Logo Functions, Types and Design Rules. ٦/٤ Definition of press advertising, its verbal and visual elements, and foundations of press advertising design. ٤/٧ mid-school year exam. ٤/٨ Defining digital advertising, its forms and performance measures. ٤/٩ Marketing mix in the digital age and building a digital marketing strategy. ٤/١٠ Digital Advertising Design Considerations (Considerations for Information Content, Design and Usage). ٤/١١ Definition of color and its use in the production of media materials (color harmony, contrast, color philosophy and psychology) ٤/١٢ The personality of the brand as an entrance to the production of media materials (concept, development, dimensions and measurement) ٤/١٣ The functional role of colors in building the personality of the brand. ٤/١٤ Creative thinking in the production of media materials (defining creative thinking and ways to inspire ideas) and how to achieve integration and consistency between traditional and digital media materials. ٤/١٥ Final exam.

Teaching And Learning Methods

٥/١ Lecture (direct teaching). ٥/٢ Discussion. ٥/٣ Case studies by displaying advertisement models, exchanging opinions and dealing with students. ٥/٤ Self-learning by searching on the Internet, searching within the library, summarizing what he has seen, and using what he read during the discussions. ٥/٥ presentations. ٥/٦ E-learning through the blackboard platform and interactive lectures via the platform.

Student Assessment Methods

٦/١ The mid-semester written test. ٦/٢ Tuition costs to assess the student's ability to research and investigate. ٧/٣ Discussion, participation and observation of student behavior and performance in the lecture. ٦/٤ Written test at the end of the semester.