



Program Public relations & Advertising

Summaries of Course Specifications



Course Specifications

Course name: Marketing communications Course code: PRA 201	Program: Public relations & Advertising Level: second Academic Semester: 1st term– 2nd term
Major:	Number of studying units:3 Practical: (1) Theoretical:(2)

● Intended Learning Outcomes:

a. Information and concepts:

A/1 Mentioning the concepts of marketing communications (communication - marketing - integration - marketing mix - marketing benefits - market segmentation ...)

A/2 Describing the stages of development of the marketing concept. A/3 Describing the variables of the political, social, economic, competitive and technological marketing environment that affect the work of organizations and companies. A/4- Recognizing the steps of conducting market research according to different marketing objectives.

A/5 Learning about the origins and development of digital advertising. A/6 Mentioning the most important applications of artificial intelligence used in marketing products.

B. Intellectual skills:

B/1 Designing a tool for collecting data in a market research according to the different marketing objectives. B/2 Analyzing the basic concepts of numbers and statistics when presenting the results of market studies and research. B/3 Planning to conduct market research.

B/4 Analyzing the elements of the internal and external marketing environment with its various elements and their impact on the target audience.

B/5 Evaluating the effectiveness of some marketing campaigns as case studies in light of their consideration of environmental variables, characteristics of the target audience, characteristics of the advertised product, and the suitability of the pricing strategy, the distribution strategy, and the market segmentation strategy according to specific applications or case studies.

B/6 Criticizing and evaluating marketing and advertising practices through social media in the light of ethical standards.

B/7 Discussing how some organizations employ artificial intelligence applications in marketing their products

C. Professional and practical skills:

C/1- Preparing and implementing methods for collecting information about organizations and their various audiences. C/2- Analyzing the advertising messages of an organization and examining the extent of their integration, as well as analyzing the messages of its competitors. C/3 Writing a report on the four-year environmental analysis of an organization. C/4- Preparing a marketing plan to develop a product.

C/5 - Writing and presenting a report on the most important environmental factors affecting an organization. C/6 Criticizing advertising performance in social media in light of ethical and professional standards. C/7 Dealing with some applications of artificial intelligence used in marketing

D. General and transferable skills:

D/1 Dealing efficiently with the computer and its various programs, and entering the educational platform, Blackboard

D/2 Using the Internet to collect information about organizations D/3- Thinking critically

D/4- Discussing or presenting a lecture or report on one of the marketing activities D/5-

Discussing and comparing everything new in the field of marketing D/6 Being a member of a team. D/7 Time management.

D/8 Using social media and criticizing its performance as a marketing and advertising method

● Course content:

4-1 The concept of marketing and the difference between it and selling and its stages of development. 4-2 The concept and types of market research and the tools for collecting quantitative and qualitative data. 4- 3 steps to prepare for market research and applied cases. 4-4 The concept of the marketing environment, ways of responding to it and its elements, types of marketing mix and marketing benefits 4-5 Decisions related to the product (concept - product life cycle - trade name and trademark)

4-6 stages of product development + practical applications 4-7 Midterm exam. 4-8 The concept of pricing and its various strategies + practical applications, the concept of distribution and its various strategies + practical applications 4-9 The concept of market segmentation and criteria for its division + practical applications

4-10 The concept of integrated marketing communications and the features of this approach + practical applications. 4-11 Advantages and disadvantages of this approach and its participants + practical applications 4-12 The emergence and development of digital advertising 4-13 Opportunities and challenges of advertising through social media. 4-14 About the applications of artificial intelligence in marketing and advertising + practical applications. 4-15 final exam.

● Teaching and learning methods:

1/5 The lecture (direct teaching). 2/5 The discussion. 5/3 Case studies by presenting marketing campaigns, exchanging opinions and dealing with students.

4/5 Dividing the students into work teams (cooperative learning). 5/5 Self-learning by searching online, searching in the library, summarizing what they have seen and using what they read during the discussions. 6/5 Brainstorming. 5/7 Presentations. 5/ 8 Solve

problems by suggesting elements of a marketing plan to develop a product 5/9 E-learning through the Blackboard platform and interactive lectures across the platform.

● Student Assessment Methods:

1-The mid-semester written test.

2-Assignments to assess the student's ability for research and investigation

3-Discussion, participation and observation of students' behavior and performance in the lecture

4-Written test at the end of the semester



Course Specifications

Course name: Media Course in a foreign language Course code: PRA202	Program: Public Relations & Advertising Level: Second Academic Semester: 1st term - 2nd term
Major: PR & Advertising	No. of studying units: Theoretical (3) Practical (0)

Intended Learning Outcomes (ILOs):

a) Information and Concepts:

- A/1 Mention the concepts of public relations, advertising, advertising campaigns and marketing, in English.
- A/2 Describe the characteristics of public relations and advertising.
- A/3 Recognize the stages of preparing and planning advertising campaigns.
- A/4 Recognize the stages of building a successful public relations campaign.
- A/5 Recognize the methods and origins of media translation and media terminology in a foreign language.

b) Intellectual Skills:

- B/1 Distinguish between the functions of public relations and advertising and their position within the company's promotional mix. B/2 Present other differences between public relations and advertising other than those taught in the course. B/3 Analyzing advertising campaigns and discussing their results. B/4 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/1 Write a plan for an advertising campaign.
- C/2 Write a plan for a public relations campaign.
- C/3 Apply the stages of implementing advertising campaigns.
- C/4 Function general guidelines to build effective public relations campaigns.
- C/5 Translate specialized media texts in the fields of marketing, public relations and advertising

d) General and transferable skills:

- d/1 Dealing efficiently with the computer and its various programs and accessing the Blackboard educational platform
- d/2 The Internet is used to collect information about organizations
- d/3 Think critically
- d/4 Discuss or present a lecture or a report on The differences between Public relations and Advertising.
- d/5 Discuss and compares everything new in the field of marketing
- d/6 Work as a team member.
- d/7 Time management
- d/8 Using social media and criticizing its performance as a marketing and advertising method
- d/9 Translate into - from other language.

Course content:

- 4/1 .Introduction to main concepts.
- 4/2 .The differences between Public relations and Advertising.Present Case studies.
- 4/3 .The Students introduce more differences between public relations and advertising through presentation show.A discussion for students work.
- 4/4 Advertising Campaigns:The definitions of advertising campaigns.
The Characteristics of advertising campaigns.The differences between Advertising campaigns and Single ads.
- 4/5. Marketing VS Advertising: Concepts and definitions. The differences between Marketing and Advertising. Show case studies.
- 4/6. Revision pre Midterm Exam.
- 4/7. Midterm Exam.
- 4/8 Introduction to Advertising campaigns stages.
- 4/9. The steps of advertising campaigns: Market research.
- 4/10 .Budgeting. Setting goals. Advertising channel.
- 4/11 Resume the steps of advertising campaigns: Choosing creatives. Design and wording. Placing the ad. The evaluation.
- 4/12 Introduction to Public relations campaigns: What is the importance of PR?
- 4/13 Tips for Creating a Successful Campaign.
- 4/14 Revision.
- 4/15 Final Exam.

Teaching and Learning Methods:

1. Lectures. 2. In-class discussions. 3. Dividing students into working groups. 4. Presentations. 5. Brainstorming.

Student Assessment Methods:

- 7/a/1 Written midterm and final exams.
- 7/a/2 Assignments to evaluate the students' ability to analyze and investigate.
- 7/a/3 Discussion, participation and observing students' performance and behavior during the lecture.



Course Specification

Course Title: Media Translation 1 Course Code: : PRA203	Program: Public Relations & Advertising Level: Second level Semester: First Semester - Second Semester
Major: Public Relations & Advertising	Number of study units: 3 Theoretical: (2) Practical: (2)

- **Intended Learning Outcomes (ILOs):**

a. Information and concepts: A/1 Learn about translation theories. A/2 Learn about the different origins and methods of translation. A/3 List the most common foreign news terms. A/4 Identify the types of news texts in the field of public relations and advertising, and translate them. A/5 Identify the types of news headlines in the field of public relations and advertising, and translate them.

B. Intellectual skills: B\1 Analysis of news texts. B\2 Distinguishing between headlines and news stories. B/3 Discussing news translation.

C. Professional & practical skills: C/1 Comparing the different translations. C/2 Evaluation of the various news translations.

C/3 Application through translating news texts from English to Arabic.

C/4 Application through producing media materials translated into English in the field of public relations and advertising.

D. General skills: D/1 Working in a team. D/2 Using the Internet to search for news and current events and translating them.

- **Course content:**

1- Introduction to the art of translation. 2- Translation Theories. 3- Different translation methods and mechanisms. 4- Getting to know the most common news terms. 5 & 6- Translating news headlines.

7- Midterm exam. 8- Translation of news headlines part 3. 9 & 10- Translation of news stories

11- Producing media materials translated into English. 12 & 13- practical application. 14- Revision of all previous. 15- Final exam.

- **Teaching and learning methods:**

1- Theoretical lectures. 2- Self-learning. 3- E-learning. 4- Presentations. 5- Discussions. 6- Working in groups.

- **Student assessment method:**

1-Mid-Semester Written Exam. 2- Tuition costs. 3- Discussion and Participation. 4- Written exam at the end of the semester.



Course Specifications

Course name: Public Relations Management Course Code: 204 PRA	Program: Public Relations and Advertising Level: Second
Major:	No. of studying units: Theoretical: (2) Practical: (1)

Intended Learning Outcomes (ILOs):

a. Information and concepts:

A/1 - Familiarity with the organizational structures of the Public Relations Department. A/2 Summarize the characteristics of public relations workers in different organizations. A/3 - Describe the factors affecting the work of public relations agencies. A/4 - Mention the concepts of OPR (trust, satisfaction, commitment, and balance). A/5 - Mention the most important applications of artificial intelligence used in managing the relationship between public relations agencies and their clients. A/6 - Identify the basic stages To form the mental image of organizations 7 / Determine the steps for preparing a mental image program for an organization A/8 - Identify the concept of

Crisis and phases of the crisis management communication process. A/9 - Mention the most important modern means of communication used in the management of crisis communications.

B. Intellectual skills:

B\1 - Analyzes the organizational structures of the Public Relations Department. B\2 - Criticize methods for managing public relations within organizations. B3 - Evaluates the relationship between public relations agencies and their clients (in terms of analyzing the reasons for the success and continuation of the relationship - analyzing the reasons for the termination and failure of the relationship). B4- Discusses how organizations (public relations agencies) employ the Internet and social media in managing the relationship with their clients. B5 - Analyzes the factors Affecting the formation of the mental image of the organization B6 - Plans a program for a mental image of one of the organizations B/7 - Differentiates between the concept of crisis and the issue and the types of crises and communication strategies used in crisis management B/8 Evaluates actual programs for the management of organizational crises in light of their consideration of the characteristics of the target audience Timing and organizational factors associated with the organization

C. Professional and practical skills:

C/1 Designs and evaluates the various organizational structures of public relations departments. C/2 - Write a report on the most important factors for the success and continuity of the relationship between a public relations agency and one of its clients. C/3- Criticizing the communication performance of public relations agencies with their clients in light of ethical standards. C/4- Write and present a report on the most important environmental and societal factors affecting the current mental image of an organization. C/5 - A communication program is produced to manage the mental image of an organization. C/6 - decides the communication strategies for managing institutional issues and crises. C/7- Develops crisis management communication planning in modern and traditional media.

D. General and transferable skills:

D/1 He efficiently deals with the computer and its various programs and accesses the blackboard educational platform. D/2 The Internet is used to search for monitoring, defining and analyzing societal and organizational crises. D/3 think critically. D/4 Discusses or presents a lecture or report on the importance and development of public relations programs. D/5 discusses and compares everything new in the field of public relations. D/6 He works with the group in a one-team style. D/7 Manages time efficiently.

Course content:

4/1 The importance of the organizational function of public relations and an explanation of the functions of public relations. 4/2 Methods of managing public relations and preparing the organizational structure. 3/4 Methods of organizing work in the Public Relations Department and the characteristics of its employees. 4/4 The concept of public relations agencies, their types and types of clients, and the tasks they perform. 4/5 The administrative organization of public relations agencies, and the most important factors affecting it. 6/4 A summary of the public relations agencies in Egypt and the Arab countries. And the stages of the relationship between public relations agencies and their clients in light of the concept of managing the organization's relations. 4 / 7 In the seventh week, a test will be conducted. 4/8 What is the mental image of organizations, their characteristics and components. 4/9 The process of managing the mental image, and the advantages of a positive mental image of the organization. 4/10 Planning and implementing the organization's mental image program. 4/11 The concept of the crisis, its characteristics and types. 4/12 and the stages of its management. 4/13 Crisis communications strategies and Arab and foreign case studies to manage crisis communications. 14/4 Modern electronic means used in crisis communications management. 4/15 end-of-semester exam.

Teaching and learning methods:

1/5 Lecture (direct education). 2/5 Discussion. 3/5 Case studies by presenting one of the applied fields for practicing public relations, exchanging opinions, and dealing with students. 4/5 Dividing students into work teams (cooperative learning). 5/5 Brainstorming 6/5 Presentations 5/7 Self-learning by searching the internet, searching inside the library, summarizing what he has learned and using what he read during the discussions 8/5 E-learning through the blackboard platform and interactive lectures via the platform.

Student Assessment Methods:

7 \ A \ 1 - Mid-semester test. 7\A\2 - Discussions during the lectures. 7 / A / 3 - Tuition costs. 7/A/4 - Written exam at the end of the semester.



Course Specifications

Course name: Advertising Management Course code: PRA205	Program: Public Relations and Advertising Level: Second Academic semester: 1 st term – 2 nd term
Major: Public Relations and Advertising	No. of studying units: 3 Theoretical: (2) Practical: (1)

Intended Learning Outcomes (ILOs):

a) Information and Concepts: A/1 - Identify the concept and philosophy of advertising management. A/2 - Mention the special concepts associated with advertising management and its most important functions (advertiser – agencies- advertising media - planning - organization - control - evaluation...). A/3- Describe the factors that affect the administrative organization in the field of advertising. A/4- Explain the methods of advertising management A/5- Describe the stages of development of the advertising agencies. A/6- Lists the different types of advertising agencies. A/7- Recognize the available jobs in the field of advertising and the necessary skills for those in charge of them. A/8- Recognize the various channels for advertising on the internet A/9 Mention the concepts of digital advertising management (publisher - advertising inventory - impression - automated purchasing for advertising - CPA-CPC Ad networks....). A/10 - Describe the digital platforms for managing online advertising and their functions. A/11 Explain the methods of contracting and paying for digital advertising.

b) Intellectual Skills: B/1- Establish an organizational structure for advertising management or an advertising agency. B/2- Choose the best advertising agency. B/3- Analyze the factors affecting the advertising process. B/4 - Evaluate the effectiveness of advertising management. B/5 - Choose the optimal digital platforms used for purchasing and managing online advertising.

c) Professional and practical skills: C/1 Apply the skills of working in advertising agencies. C/2 Establish an organizational structure for advertising management or an advertising agency. C/3 Develop the professional and administrative skills associated with the production and presentation of advertisements. C/4 Acquire presentation and communication skills. C/5 Write a report on advertising management systems. C/6- Deal with advertising media and negotiate with advertising representatives. C/7- Deal with digital platforms used to purchase and manage online advertising.

d) General and transferable skills: D/1 Handle the computer and its various programs and access the blackboard educational platform. D/2 Use the Internet to

collect information about agencies. D/3 Works in a team. D/4 Submit a form and a proposed administrative hierarchy for an advertising agency or advertising department. D/5 Discuss and compare all that is new in the field of advertising. D/6 Think critically. D/7 Manage time efficiently. D/8 Use digital platforms to buy and manage online advertising

Course content: 1-The concept and philosophy of advertising management + an overview of the elements of advertising work (advertiser - agency - medium - supporting organizations - and specialized organizations). 2- The Advertiser and Advertising Management: What is meant by the advertiser and its types + methods of organizing advertising management and its importance. 3- Advertising agency: the concept of advertising agencies, their importance and types. 4- Advertising agency: the internal organization of advertising agencies + the most important sections and their revenue sources. 5- The advertising medium: the main functions and the factors + Advertising Services Organizations. 6- Discussion and Training on what was previously studied. 7-Midterm Exam. 8-Digital advertising: its definition, its various channels and contracting methods. 9- Digital advertising: digital platforms for managing and purchasing advertising through the Internet + examples and practical applications 10- Managing advertising on social networks + examples and practical applications. 11- Functions of advertising management: the concept of planning, its stages, levels and importance 12- Functions of advertising management: organization in advertising work. 13- Functions of advertising management: guidance, leadership and control 14- Practical exercises and applications on what was previously studied. 15- Final exam.

Teaching and learning methods: 5/1-Lectures. 5/2-Discussions. 5/3-Practical studies and case studies. 5/4-Divide the student into work teams. 5/5 Brainstorming. 5/6 Self-learning by searching on the Internet, searching within the library, summarizing what the student has seen or read during discussions. 5/7 Presentations. 8/5 E-learning through the blackboard platform and interactive lectures via the platform.

Student Assessment Methods: 7/a/1 The midterm written exam. √/a/2 Assess the student's ability to research and investigation. √/A/3 Discussion, participation and observation of the student's behavior and performance in the lectures. √/a/4-Final written exam.



Course Specifications

Course name: Protocol and Ceremonies Course Code: PRA 206	Program: Public Relations and Advertising Academic level: second Academic semester: 1st term – 2nd term
Major:	Number of Studying units: Theoretical: (2) Practical: (1)

Intended Learning Outcomes (ILOs):

a. Information and concepts:

A/1 Mentions the concepts of protocol and etiquette, and the most important rules of practice for the public relations man

A/2 Possesses the skills to organize banquets and parties.

A/3 mentions the rules of etiquette and speaking skills that a media graduate must have, and which he uses in his various dealings in his daily life.

A/4 Determines and arranges the steps for preparing parties and banquets for various occasions and organizing conferences.

A/5 determines the different laws and rules of precedence that govern his work when organizing official visits, and the precedence of flags.

b) Intellectual Skills

B/1 Planning official visits for delegations from different countries. B/2 Planning for special events in the field of public relations. B/3 Analyze the data necessary to develop a plan for the ceremonies of a specific event, such as conferences and seminars. B/4 Distinguishing language expression skills in official correspondence.

c) Professional and practical skills

C/1 Using modern means and methods to gather information on the various delegations to organize special events in a manner that is commensurate with their culture. C/2 Apply the rules of ceremonies and protocol in official meetings, conferences and raising the media, as well as applying etiquette rules in personal transactions. C/3 Proficiency in the necessary communication skills and various rules of etiquette to deal with guests, children, neighbors...etc. C/4 evaluate the ceremonies applied at an event, taking into account international rules.

D.. General and transferable skills:

D/1 Oral and written communication skills. D/2 Planning skills for specific programs and events.

D/3 Behavioral skills for how to deal in an upscale institutional and social life. D/4 time management.

D/5 Work in a team

Course content:

- 1. Protocol (the concepts of protocol, ceremonies, etiquette and courtesy).
- 2. Etiquette (the etiquette of preparing to receive guests and etiquette of the visit).
- 3. Protocol (the importance of the rules and etiquette of ceremonies and protocol for professional practice in public relations activities and events).
- 4. Etiquette (the etiquette of shaking hands and introducing others and the etiquette of using dating and visiting cards).
- 5. Rules of precedence such as the primacy of states, the primacy of heads of state, the primacy of kings and states, the primacy of ministers, and the primacy of senior officials.
- 6. Etiquette (etiquette for dealing with others and etiquette for dealing with friends).
- 7. Midterm exam.
- 8. Protocol (following up on the rules and etiquette of precedence with practical examples such as the primacy of specialized cadres, the primacy of men and women, the primacy of service workers and those referred to retirement, the primacy of citizens and non-citizens, and the precedence of courtesy and honor).

- 9. Etiquette (children's etiquette).
- 10. Protocol (factors affecting the organization of etiquette and parties, practical examples, etiquette and organizing parties and conferences).
- 11. Etiquette (the etiquette of dealing with neighbors).
- 12. Protocol (the precedence of flags with all their bases and the protocol of riding a car).
- 13. Etiquette (presentation of various etiquette research by students, and exercises on the above)
- 14. Protocol (preparation and organization of international conferences).
- 15. Final exam.

Teaching and Learning Methods:

1. Theoretical lectures. 2- Case study. 3- Role-playing. 4- Practical training. 5-Discussions

Student Assessment Methods:

7/a/1- The mid-semester written test.

7/a/2- Tuition costs to assess the student's ability to research and investigation

It includes: 1- A practical assignment on one of the precedence rules.

2- Doing a research project on a topic related to etiquette, such as the etiquette of dealing with people with special abilities or the etiquette of the broadcaster's dealings with guests and other topics.

7/a/3-discussion, participation, and observation of students' behavior and performance in the lecture.

7/a/4-written test at the end of the semester.



Course Specification

Course Name: Political Communication Course Code: PRA 207	Program: Public Relations & Advertising Level: Second Semester: First Semester/Second Semester
Major: Public Relations & Advertising	Studying Units: (3) Theoretical (3) –Practical (-)

● Intended Learning Outcomes (ILOs)

a. Information and Concepts:

- A/1 Identify the definition of political communication process
- A/2 Identify the basic elements of political communication process
- A/3 Learn about the important theories in political communication
- A/4 Summarize the types of political communication
- A/5 Learn the functions of political communication new media (social media)
- A/6 Learn about political communication in new media (social media)
- A/7 Describe the stages of planning for election campaigns and their functions
- A/8 Learn about the electoral symbols and their functions
- A/9 Learn about the electoral slogans and their functions international electoral campaigns
- A/10 Explain models of local and international electoral campaigns
- A/11 Learn about latest marketing strategies of governments and organizations marketing tools of political parties
- A/12 Define latest marketing tools of political parties
- A/13 Learn how to manage the government's image and its political communication

b. Intellectual skills

- B/1 Be able to conclude the main factors of the success of political communication
- B/2 Distinguish between the functions of political communication
- B/3 Distinguish the differences between the theories of political communication
- B/4 Analyze the environment of political communication and the relationship between communication and the political process
- B/5 Distinguish between the types of political communication
- B/6 Explain the importance of planning for electoral campaigns
- B/7 Analyze the symbols and slogans of electoral campaigns
- B/8 Analyze models of electoral campaigns
- B/9 Explain the criteria of government image management and its relationship with the political communication

c. Professional and practical skills concerned to the course

- C/1 Apply modern thinking in the evaluation of electoral campaigns
- C/2 Hold scientific research to analyze the tools and methods of marketing electoral campaigns including modern and traditional tools
- C/3 Prepare presentations on the government image management and its relationship to political communication
- C/4 Apply government and organization marketing

d. General and transferable skills

- D/1 Team work
- D/2 Discuss electoral campaigns and compare between them
- D/3 Present a report on one electoral campaign
- D/4 Use the internet and master the skills of research on topics related to political communication

Course Content:

- e/1 The concept, definition, and development of political communication
- e/2 The main elements of the political communication process
- e/3 The theories of political communication
- e/4 The theories of political communication
- e/5 The environment of political communication and the relationship between communication and politics
- e/6 The objectives of political communication
- e/7 Mid-term exam
- e/8 Types of political communication
- e/9 Functions of political communication
- e/10 Political Communication in new media

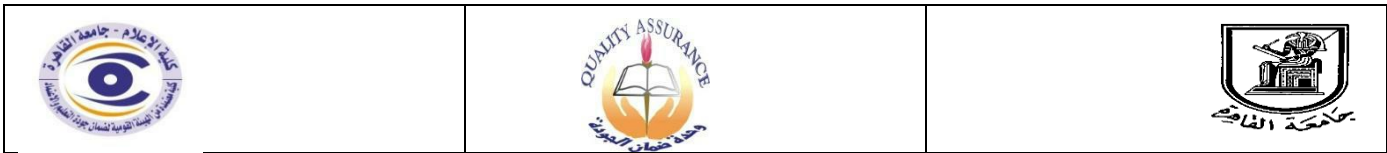
- e/11 Marketing & Political Communication for governments, organizations and political parties
- e/12 Management of political communication in electoral campaigns
- e/13 Application of political communication in models of electoral campaigns
- e/14 Political communication and government image management
- e/15 Final Exam

Teaching and learning methods:

- 1- Theoretical Lectures
- 2- Case study
- 3- Brainstorming
- 4- Self Learning
- 5- Discussions
- 6- Working in groups
- 7- e-learning

Student assessment methods:

- f/1 Written mid-term exam
- f/2 Assignments & researches to assess the student's research abilities
- f/3 Discussion & participation
- f/5 Written Final Exam



Course Specification

Course Title: Social Marketing Course Code: : PRA301	Program: Public Relations & Advertising Level: Third level Semester: First Semester - Second Semester
Major: Public Relations & Advertising	Number of study units: 3 Theoretical: (3) Practical: (0)

● **Intended Learning Outcomes (ILOs):**

a. Information and concepts: A/1 Mentions the definitions of social marketing and the foundations and principles on which it is based. A/2 Describes the stages of development of social marketing. A/3 discusses and responds to the main criticisms of social marketing. A/4 Defines the difference between social marketing and trade marketing. A/5 Summarizes the factors that determine the success or failure of social marketing campaigns. A/6 Recognize the emergence and means of digital social marketing. A/7 Learn how to use social media in social marketing campaigns. A/8 Apply artificial intelligence technology in social marketing campaigns.

B. Intellectual skills: B/1 classifies the stages of strategic planning for social marketing campaigns. B/2 selects appropriate social marketing techniques in media campaigns. B/3 Explain the models and theoretical approaches used in social marketing. B/4 Explain the reasons for the development and growth of social marketing. B/5 Design a tool for data collection in social research. B/6 Analyze the basic concepts of numbers and statistics when presenting the results. B/7 Evaluate the effectiveness of some social marketing campaigns as case studies. B/8 Criticizing and evaluating marketing and advertising practices through social media. B/9 discusses how to employ artificial intelligence applications in marketing ideas and social issues.

C. Professional & practical skills: C/1 Apply the stages of strategic planning for social marketing campaigns to one of the social or health issues that exist in the Egyptian society. C/2 Design advertising messages for the social marketing campaign that fit the characteristics of each medium. C/3 assess the elements of the marketing situation for the social marketing campaign. C/4 Prepare a social marketing plan. C/5 Deal with social media used in social marketing campaigns.

D. General skills: D/1 Work in groups. D/2 use a computer. D/3 Acquaintance with all that is new in the field of social marketing. D/4 present a report on one of the social marketing campaigns. D/5 Dealing efficiently with the Internet and its various programs and accessing the Blackboard educational platform. D/6 thinking critically. D/7 Ability to manage time.

D/8 Use of social media.

● **Course content:**

1- Definition of social marketing and its stages of development. 2- Principles and foundations of social marketing. 3- The elements of the social marketing mix. 4- The difference between social marketing and business marketing. 5- Basic criticisms of social marketing and responding to them. 6 Conditions for the success of social marketing campaigns. 7- Midterm exam. 8- Strategic planning for social marketing campaigns. 9- Social marketing techniques used in media campaigns. 10- Theoretical approaches used in social marketing. 11 Social Marketing, Social Responsibility and its Role in Enhancing Community Participation & Practical Applications. 12- Scientific models used to explain the impact of social marketing campaigns. 13- Mechanisms of using social networking sites in social marketing campaigns. 14- The most important applications of artificial intelligence technology used in social marketing campaigns. 15- Final exam.

● **Teaching and learning methods:**

1- Theoretical lectures. 2- Case studies. 3- Presentations. 4-Working in groups. 5-Discussions.

• **Student assessment method:**

1- The mid-term written test. 2- Tuition costs to assess the student's ability to research and investigation.
3- Discussion and participation in the lecture. 4-written test at the end of the semester.



Course Specification

Course Name: Promotional Material	Program: Public Relations & Advertising
Course Code: PRA 302	Level: Third
	Semester: First Semester/Second Semester
Major:	Studying Units:
	Theoretical (3) –Practical (-)

● Intended Learning Outcomes (ILOs)

a. Information and Concepts:

- A/1 Identify the definition of promotion, importance and objectives A/2 Describe the factors that impact the definition of the promotional mix.
A/3 Mention the steps of planning the promotional plan. A/4 Explain the genesis of online ads.
A/5 Explain the importance of digital advertising to marketers A/6 Describe the advantages and disadvantages of mobile ads
A/7 Explain the concept of personal selling A/8 Describe the advantages and disadvantages of personal selling
A/9 Explain the concept of sales activation
A/10 Understand the efforts of sales directed to the end consumer and efforts directed to mediators.

b. Intellectual skills

- B/1 Analyze the strengths, weaknesses, opportunities and threats of the organization.
B/2 Select the target audience and the appropriate budget in the promotional plan.
B/3 Explain the reasons for the development and growth of online marketing.
B/4 Conclude the difference between different types of mobile and online ads
B/5 Understand the difference between sales efforts directed to the end consumer and efforts directed to mediators.
B/6 Select the appropriate marketing tools according to the objectives of the promotion.

c. Professional and practical skills concerned to the course

- C/1 Write measurable promotional objective
C/2 Prepare promotional plan
C/3 Prepare presentations on the personal selling
C/4 Use appropriate promotional tools according to product type, life cycle and objectives.
C/5 Use the database in applied data collection
C/6 Measure the effectiveness of each of the promotion tools used in the campaign.

d. General and transferable skills

- D/1 Use the internet to collect information about the promotional activities of organizations
D/2 Team work
D/3 Present a report on one promotional campaign
D/4 Discuss and compare the new trends in the field of promotion.

Course Content:

- e/1 The concept and definition of promotion and promotional campaign
e/2 The stages of campaign planning, and various factors affecting the definition of the promotional mix.
e/3 The genesis of online ads and its different types
e/4 The development of social networks and its usage as advertising tool
e/5 The types and categorization of social media ads
e/6 The types of mobile ads and applied case studies
e/7 Mid-term exam
e/8 The concept of personal selling and different situations that rely on personal selling with general applications
e/9 Advantages & disadvantages of personal selling
e/10 Persuasive approaches in personal selling
e/11 The concept of sales activation and the factors that lead to increasing the efforts of sales activation by companies
e/12 Factors influencing the trade-off between sales activation efforts + general applications.
e/13 Forms of sales activation efforts directed at the end consumer and its advantages and disadvantages.

e/14 Sales activation efforts directed to mediators

e/15 Final Exam

Teaching and learning methods:

- 1- Theoretical Lectures (Direct Learning)
- 2- Discussion
- 3- Case study through presentation of promotional campaign and holding discussion with students
- 4- Divide the students into groups (Cooperative learning)
- 5- Self learning through internet resources and library and writing summaries
- 6- Brainstorming
- 7- presentation
8. Problem solving through presenting elements of promotional campaign to develop a product
- 9- e-learning through blackboard platform and interactive sessions

Student assessment methods:

- f/1 Written mid-term exam
- f/2 Assignments & researches to assess the student's research abilities
- f/3 Discussion & participation to observe the student behavior and performance
- f/5 Written Final Exam



Course Specification

Course Data			
Code: PRA 303	Program: Public Relations & Advertising	Course name: Principles of Media Production	Level: Third Level
Studying Units: (3) Theoretical: (1) \ Practical: (2)			

Intended Learning Outcomes Of Course (ILOs)

A) Information and Concepts

A/1 - Defines the scientific concepts related to the foundation of media production in the field of public relations. A/2 - Recognize the various elements related to the production of printed, audio and visual media materials in the field of public relations. A/3- Get acquainted with the current developments in the field of public relations. A/4- Indicate the factors affecting the nature of public relations work. A/5 - Summarize the communication skills necessary for public relations workers to achieve persuasion and influence. A/6 - Mention the scientific bases and rules for writing public relations publications.

B) Intellectual Skills

B/1 - Plans to produce media materials in the field of public relations. B/2- Evaluates opinions and trends related to the effectiveness of media materials in the field of public relations. B/3 - Analysis of the factors affecting the means and publics of public relations.

C) Professional and Practical Skills

C/1 - Collecting data and information from its various sources and using it efficiently in public relations research. C/2- Editing media and advertising messages within the framework of designing public relations campaigns. C/3 - Designing communication tools such as brochures within the framework of public relations and media campaigns. C/4 - Producing communication programs to manage the mental image and media campaigns.

D) General And Transferable Skills

D/1- Dealing efficiently with the electronic softwares and its various programs, and introducing the Blackboard e-learning platform D/2- The Internet is used to collect the necessary information about the public, the media and all the elements related to the production of media materials in the field of public relations. D/3- Work with a teamwork manner. D/4- Solve problems in a scientific and realistic manner. D/5- Review the production of media materials in the field of public relations. D/6- Time management. D/7- Present new ideas, and innovative & positive solutions.

Course Content

4/1 - Introduction to the preparation and production of media materials in the field of public relations. 4/2 - Planning skills for media production in the field of public relations. 4/3 - Preparing and producing printed materials in the field of public relations (types of public relations publications - rules of technical production for public relations publications). 4/4 - Preparing and producing non-periodic public relations publications (brochures - posters + practical application). 4/5 - Preparing and producing non-periodic public relations publications (public relations bulletin - news data + application forms). 4/6 - Preparing and producing non-periodic PR publications (Press Releases - books and brochures + application forms). 7/4 - Mid-Semester Exam. 4/8 - Preparing and producing periodic public relations publications (annual reports - newsletter + application forms). 4/9 - Preparing and producing periodic public relations publications (magazine / establishment newspaper + practical applications). 4/10 - Preparation and production of audio materials in the field of public relations (characteristics of radio - types of radio programs - steps of preparing and producing radio programmes. 11/4 - Preparing and producing audio materials in the field of public relations (components of radio programs - radio studio - broadcast editing and directing). 12/4 - Preparing and producing visual media materials in the field of public relations (TV characteristics - types of TV programs - TV studio). 4/13 - Preparation and production of visual media materials in the field of public relations (practical steps for preparing a documentary film script). 4/14 - general review and discussion of assignments. 4/15 – Final Exam.

Teaching And Learning Methods

1- Theoretical lectures. 2- Case study. 3- Dividing students into teams 4- Self-learning 5- Brainstorming 6- Presentations 7- Problem solving 8- E-learning.

Student Assessment Methods

1- The mid-semester written test. 2- Tuition costs to assess the student's ability to research and investigate. 3- Discussion, participation and observation of the student's behavior and performance in the lecture 4- Written test at the end of the academic semester



Course Specification

Course Name: Statistics Course Code: PRA 304	Program: Public Relations & Advertising Level: Three Semester: First Semester/Second Semester
Major: Public Relations & Advertising	Studying Units: (3) Theoretical (1.5) Practical (1.5)

● **Intended Learning Outcomes (ILOs)**

a. Information and Concepts:

A/1 Identify basic statistics concepts

A/2 Understand statistical tools and measures and the methods of calculating them

A/3 Understand the tools of statistical description of data and the ability to select the appropriate one for the applied study

b. Intellectual skills

B/1 Be able to derive results from the statistical description of data

c. Professional and practical skills concerned to the course

C/1 Organize and presents data on public opinion in the form of tables and graphs

C/2 Calculate the appropriate averages and correlations to measure the phenomena of public opinion

C/3 Acquire statistical data description skills

d. General and transferable skills

D/1 Plan a full statistical study of public opinion phenomenas

D/2 Use the computer in the statistical description of data (Time does not allow it)

D/3 Write a report to interpret the results and do recommendations

Course Content:

e/1 Introduction & basic concepts

e/2 Introduction & basic concepts

e/3 Organization & presentation of data

e/4 Organization & presentation of data

e/5 Organization & presentation of data

e/6 Organization & presentation of data

e/7 Mid-term exam

e/8 Averages and positional metrics

e/9 Averages and positional metrics

e/10 Averages and positional metrics

e/11 Statistical Dispersion concepts

e/12 Statistical Dispersion concepts

e/13 States of Growth & Decline

e/14 General Revision and discussion of assignments

e/15 Final Exam

Teaching and learning methods:

1- Theoretical Lectures

2- In-Class Practical Application

3- Assignments

4- Discussions

5- Brainstorming

Student assessment methods:

f/1 Written mid-term exam to assess the student's understanding of the concepts and tools of statistics and the appropriate selection of a research problem

f/2 Assignments to assess the student's understanding of statistical research steps

f/3 Short in-class quizzes

f/4 In-class exercises to assess the student's knowledge of statistical tools and standards

f/5 Wriiten Final Exam



Course Specifications

Course name: Persuasion Course code: PRA305	Program: Public Relations and Advertising Level: Third Academic semester: 1st term – 2nd term
Major: Public Relations and Advertising	No. of studying units: 3 Theoretical: (3) Practical: (0)

Intended Learning Outcomes (ILOs):

a) Information and Concepts

A/1- Define persuasion, how we convince others, and how persuasion takes place.

A/2- List the components of the Diffusion of Innovations Model.

A/3- Identify the factors affecting the speed of adoption of new products and ideas.

A/4- Define strategies for building a successful persuasive message.

A/5- Identify the role of personal communication in spreading innovative ideas, and the most prominent advantages of personal communication

A/6- Define the steps for designing a persuasive strategy.

A/7- Applied media campaigns on persuasion strategies and steps for designing the persuasion strategy using various forms of media content in the field of persuasion: Traffic campaign, New Cities campaign.

A/8- Maslow's hierarchy of needs (practical examples of persuasion campaigns). A/9- Persuasion models (The Innovation Resistance Model - the Persuasive Communication model for the advertising message - the immersion theory - the Foote Cone & Belding model). A/10- Stages of purchasing behavior, values that affect the purchasing behavior of high-involvement products, types of purchasing attitudes, risks facing the consumer before making a purchase decision, the purchase decision for innovations and new products. A/11- List the basic components of persuasion in the field of personal communication. A/12- Applied models of famous personalities based on personal communication as a persuasive input. A/13- An applied model: the persuasive strategy of the first Gulf War. A/14- An Applied Model: The Persuasive Strategy of the Second Gulf War.

b) Intellectual Skills

B/1: Analyze the persuasive strategies of some media campaigns. B/2: Explain the relationship between the persuasive strategy and campaign success. B/3: Analyze the

basic components of a successful personality. B/4: Analyze the factors affecting the diffusion of innovative ideas. B/5: Plan a campaign persuasive strategy. B/6: Explain the elements of persuasion in personal communication.

c) Professional and practical skills

C/1: Design a persuasive campaign for an idea. C/2: Present a persuasive campaign.

d) General and transferable skills

D/1: Collect information via the internet. D/2: Present a report on the most famous successful personalities in the world. D/3: Present a report on one of the persuasion campaigns. D/4: Discuss a persuasive idea for a selected cause.

Course content: 1. Definition of persuasion 2. Diffusion of Innovations Model 3. Strategies for building a successful persuasive message 4. Interpersonal communication and diffusion of innovations 5. Steps for designing a persuasive strategy 6. Applied media campaigns on persuasion strategies 7. midterm exam 8. Maslow's hierarchy of needs 9. Persuasion models 10. Stages of buying behavior 11. Types of purchasing situations 12. The basic elements of persuasion 13. Practical models of famous personalities 14. An applied model: the persuasive strategy of the first Gulf War, an applied model: the persuasive strategy of the second Gulf War 15. Final exam.

Teaching and learning methods: 1- Theoretical lectures. 2- Practical Training 3- Presentations. 4-Brainstorming 5-Discussions

Student Assessment Methods

7/A/1 oral exams. 7/A/2 written exams. 7 / A/3 coursework, such as a group of students choosing an idea to apply media campaigns to persuasion strategies and steps for designing a persuasive strategy in various media in the field of persuasion. 7/A/4 Participation in the lecture. 7/A/5 practical exam.



Course Specifications

Course name: Public relations and advertising research Course code: PRA306	Program: Public relations & advertising Level: second Academic Semester: 1st - 2nd semester
Major: Public relations & advertising	Number of studying units: 3 Theoretical: (3) Practical: (0)

● Intended learning outcomes (ILOs):

A.Information and concepts: After finishing this course the student will be able to:

A/1 Mentioning the concepts related to advertising research and knowing their importance and fields. A/2 Knowing the steps of conducting means research and and research of campaigns evaluation A/3 Recognizing the uses of surveys and content analysis in advertising research A/4 Mentioning the nature and characteristics of quantitative and qualitative research in the field of public relations and integrated marketing communications A/5 Knowing about the applied fields of public relations and IMC research A/6 Describing the characteristics of qualitative research and its different techniques as it is one of the methods used in public relations and IMC Research A/7 Knowing about some models of research that is done by huge Integrated services public relations Agencies that provide a diverse range of services in the field of public relations and integrated marketing communications 8/1 Knowing the most important and scientific concepts used in IMC and public relations research field (that is included in the course) and to understand the meanings of these concepts and how to use it theoretically and practically

B.Intellectual skills:

After finishing this course the student will be able to:

B/1 Analyzing the main concepts related to numbers and statistics when presenting the results of studies and market research. B/2 Planning to conduct research for the advertising medium. B/3 Evaluating the efficiency of some advertising campaigns. B/4 comparing between tools of collecting data in qualitative research and how to employ them in planning for public relations and marketing communications campaigns. B/5 Determining the differences between quantitative and qualitative research in terms of field implementation based on the theoretical content of the course. B/6 Analyzing the nature of the qualitative approach and the nature of qualitative data through case studies. B/7 Discussing methods of employing qualitative data in the planning process of public relations campaigns and marketing communications through case studies B/8 Inferring the nature, characteristics and importance of research conducted by major relations agencies which are under study.

C. Professional and practical skills:

C/1 Preparing and implementing methods for collecting information on advertising campaigns. C/2 Criticizing and analyzing the advertising messages of certain trademarks and examining their effectiveness. C/3 Evaluating advertising campaigns in the light of "tribal measurement, post-measurement, and follow-up measurement". C/4 Acquiring the skill of analytical presentation of information, statistical data, and graphs in the fields of advertising research. C/5 Designing a systematic design based on the qualitative approach. C/6 Applying the qualitative research techniques studied on the ground and writing a report that meets the most important results that has been drawn. C/7 Being able to collect and analyze opinions and

trends about the organization in which he works and use this to support the reputation of the organization and serve its interests.

D. General and transferable skills:

D/1 Criticizing and discussing research conducted and published by public relations and advertising agencies and research firms and distinguishing good research (thinking critically). D/2 Working under pressure D/3 Ability to present offers in an effective manner D/4 Using the Internet to collect information about advertising agencies. D/5 Acquisition of team work skills. D/6 Time management

D/7 Using social media and evaluating its performance as an advertising medium.

- **Course content:** Explaining the concept of advertising research and explaining the importance of conducting advertising research - Explanation of the areas of advertising research and a review of advertising text research -Explanation of how to conduct media research - Planning for how to conduct research evaluating advertising campaigns - Applying the survey method in advertising research - Employing the content analysis method in advertising research - Midterm exam - A review of the survey methodology and an introduction to qualitative research and a comparison between the quantitative and qualitative approach. 9- The areas of application of qualitative research and the definition of data collection methods in qualitative research and the start of field observation in terms of introducing the technique and types of field observation - Advantages and disadvantages of field observation - Steps of conducting a field observation - Introducing focus group discussions, their advantages and disadvantages, and steps for conducting focus group discussions - Introducing individual in-depth interviews as a qualitative technique and their most important advantages and disadvantages and steps for conducting in-depth interviews - Rules of a successful qualitative research procedure - Review and applications on Qualitative Research - Final exam
- **Teaching and learning methods:**

5/1 Direct lectures and lectures through blackboard platform 5/3 Encouraging the discussion during direct lectures and through blackboard 5/3 Dividing students into team works 5/4 Discussing case studies 5/5 Presentations

- **Student Assessment Methods:**

7/A/1 Encouragement to discuss

7/A/2 Assignments and researches

7/A/3 Written test (Midterm and final)



Course Specifications

Course name: Media Course in a foreign language (2) Course code: PRA307	Program: Public Relations & Advertising Level: Third Academic Semester: 1st term - 2nd term
Major:	No. of studying units: Theoretical (2) Practical (1)

Intended Learning Outcomes (ILOs):

a) Information and Concepts:

A/1-Understand and Recall all core aspects of Marketing Management. A/2-Understand and Recall the Overview Of The Marketing Process in the 21st century, and The Promotion Process. A/3-Define Marketing Tasks. A/4-Describe Marketing Core Concepts and Tools such as Target Markets and Segmentation. A/5-Define many core marketing terms and names such as Needs, Wants, Demands, a market offering, Manufacturers, intermediaries, Marketplace, Marketspace, and Metamarket, Marketers, Prospects, clients and Consumers. A/6-Define and describe The Production Concept, The Product Concept , The Selling Concept , The Marketing Concept, The Customer Concept and The Societal Marketing Concept. A/7- understand Steps in the planning process for marketing. A/8-Define Market Opportunities, Marketing Strategies , Marketing Programs , the Marketing Effort and Current marketing situation, Opportunity and issue analysis. A/9- Define SWOT analysis, Objectives, Marketing strategy, Action programs, Financial projections and Implementation controls. A/10-Understand an Overview of Some Promotional Activities such as Advertising, Public Relation and Personal selling. A/11-Understand and describe Advertisements online and Setting up a dot-com presence.

b) Intellectual Skills

B/1- Differentiate Marketing Core Concepts and Tools such as Target Markets and Segmentation . B/2- Compare between many core marketing terms and names such as Needs, Wants, Demands, a market offering, Manufacturers, intermediaries, Marketplace, Marketspace, and Metamarket, Marketers, Prospects, clients and Consumers. B/3- Distinguish , classify , plan and analyze The Production Concept, The Product Concept , The Selling Concept , The Marketing Concept, The Customer Concept and The Societal Marketing Concept Argue and Evaluate Adapting Marketing Management and process to the New Economy, to new media technologies and to modern rising communication platforms. B/4 Discuss Steps in the planning process for marketing. B/5- Analyze Market Opportunities and Develop Marketing Strategies and Marketing Programs. B/6- Explore an Overview of Some Promotional Activities such as Advertising, Public Relation and Personal selling. B/7- Design, Manage Advertisements online and Setting up a dot-com presence.

c) Professional and practical skills:

C/1- Build Customer Satisfaction and Value -delivery sequence. C/2- Form strong customer bonds. C/3-illustrate Steps in the planning process for marketing which includes Analyzing Market Opportunities, Developing Marketing Strategies , Planning Marketing Programs. C/4- Manage the Marketing Effort and Designe Contents of the marketing plan such as Current marketing situation, Opportunity and issue analysis including SWOT analysis, Objectives, Marketing strategy, Action programs, Financial projections and Implementation controls. C/5-Design and apply Advertisements online and Setting up a dot-com presence.

d) General and transferable skills:

Demonstrate a report or a lecture of Marketing Management Cocepts & tools \d . d/2-Use the internet & other Technological aspects to follow up topics of Concern. d/3-Follow all new Trends & developments of Marketing Management . d/4-Discuss and criticize social Media Uses of Marketing Plans , Strategies and programs.

Course content:

1-Major concepts of The Production. 2-Major concepts of The Selling. 3-The Role Of Digital Revolution in “The New Economy”. 4-The Marketing Tasks. 5-Adapting Marketing to the New Economy. 6-Assignment data shows and discussions. 7- Midterm. 8- How marketing practices are changing : e-business. 9- Setting up web sites. 10- Designing an attractive web site. 11- Placing ads and promotion online. 12- Assignment data shows and discussions. 13- Defining Customer Satisfaction and Value. 14- Building Customer Value and Satisfaction. 15-Final exam.

Teaching and Learning Methods:

1. Lectures. 2. Case-studies. 3. Discussions. 4- Practical Applications. 5. Brainstorming.

Student Assessment Methods:

7/a/1 Written midterm exams.

7/a/2 Assignments.

7/a/3 Discussion and Participation.

7/a/4 Written final exam.



Course Specification

Course Name: Media Translation 2 Course Code: PRA 308	Program: Public Relations & Advertising Level: Three
Major: Public Relations & Advertising	Studying Units: Theoretical (3) Practical (-)

● **Intended Learning Outcomes (ILOs)**

a. **Information and Concepts:**

A/1 Understand the art of translation and its principles

A/2 Learn the translation theories

A/3 Explain the different methods and mechanism of translation

A/4 Describe the advantages and disadvantages of literal and communicative translation

A/5 Explain the translation of news headlines and the identification of specialized terms

A/6 Understand the meaning of different terminologies by translating specialized articles in the field of public relations and advertising

A/7 Memorize some of the most common English terms

b. **Intellectual skills**

B/1 Analyze theories of translation

B/2 Compare between the basics of Arabic translation and English translation

c. **Professional and practical skills concerned to the course**

C/1 Be able to translate different forms of articles/write ups

C/2 Apply the knowledge of effective translation to selected English texts.

C/3 Translate Arabic/English texts in communicative not literal translation

C/4 Translate articles specialized in the field of public relations and advertising

d. **General and transferable skills**

D/1 Be able to translate health/literature/art/political/cultural/religious texts

D/2 Learn common English terms

D/3 Efficient e-learning through blackboard platform

D/4 Internet usage to learn new terminologies

D/5 Critical Thinking

D/6 Discussion/presentation on a translated article

D/7 Discuss and compare differences between translations by context

D/8 Team work

D/9 Time Management

Course Content:

e/1 Introduction to the art of translation

e/2 Theories of translation

e/3 Methods & Mechanism of translation

e/4 Advantages and disadvantages of literal and communicative translation

e/5 The translation of news headlines and the identification of specialized terms

e/6 The translation of specialized articles in the field of public relations and advertising

e/7 Mid-term exam

e/8 Analysis and translation of various news texts

e/9 Learn common English terms

e/10 Different Translation Applications

e/11 Different Translation Applications

e/12 Different Translation Applications

e/13 Learn common English terms

e/14 Analysis and translation of various news texts + General Applications

e/15 Final Exam

Teaching and learning methods:

1- Theoretical Lectures (Direct Learning) 2- Discussion 3-Divide students into groups (Cooperative Learning) 4- Self Learning 5- Presentations
6- E-learning via blackboard platform and interactive sessions

Student assessment methods:

f/1 Written mid-term exam

f/2 Assignments to assess the student's research abilities

f/4 Discussion & participation to observe the student's behavior and performance

f/5 Written Final Exam



Course Specifications

Course name: Organizational communication Course code: 401 PRA	Program: Public Relations and Advertising Academic Level: Fourth Academic Semester: 1st term - 2nd term
Major:	No. of studying units: Theoretical: (3) Practical: (3)

Intended Learning Outcomes (ILOs):

a) Information and concepts:

A/1 defines the concepts, functions, objectives and obstacles of internal communications in relation to the structure of the organization. A/2 describes the stages of development of institutional conflicts. A/3 Describes the characteristics and uses of electronic management of information and communications A/4 - Recognize the stages of institutional conflict management. A/5 Recognizes the advantages and disadvantages of formal and informal communication networks in relation to leadership. A/6 Mentions the most important applications of corporate communication technology at the internal and external levels. A/7 Lists communication methods and methods that support change processes A/8 identifies internal communication techniques in the development process of organizations A/9 identifies methods of organizational leadership styles A/10 mentions strategies for building employees' emotional commitment to the brand

b) Intellectual skills:

B/1- Analyzes the strengths, weaknesses, opportunities and threats in the organization's communications B/2- Chooses the appropriate communication method to address the shortcomings of internal communications B/3- Chooses the appropriate communication tools for the type of target group of interests B/4- Infers the differences between traditional and electronic institutional communication channels B/5 - Infers the difference between how to manage the processes of organizational change and organizational development. B/6- Explains the reasons for the development and growth of electronic communication networks for institutions B/7- Chooses appropriate communication methods according to the objectives (management of conflict - change - development) B/8 Planning for a development process at the College of Media. Institutional strengths B/10 Assessing the effectiveness of organizations' use of social media in managing relationships with different interest groups B/11 Distinguishing between the communication strategies and techniques used in managing change in its different stages B/12 Classifying the communication techniques and methods used with employees to build their emotional commitment to identity Institutional B/13 Monitoring the basics of digital transformation in Egyptian government institutions, in comparison with the UAE model.

c) Professional and practical skills

C/1- Writes a practical report on the shortcomings and strengths of the organization's website C/2- Makes presentations on verbal and non-verbal communication skills C/3- Employs appropriate communication methods according to the organizational problem C/4- Evaluates each of the methods used in Organizational Communications Department C/5 - Implementing communication rules to raise the efficiency of organizational change management communications C/6 Preparing and implementing practical cases for managing institutional conflict at the individual, group and institution levels. C/7 sets a plan to manage the applied practices of dialogue communication to manage institutional conflicts C/8 write a report on the communication policies and techniques supportive of change C/9- prepare a communication plan to develop one of the electronic gates bordering the institutions as a subject matter. C/10- Writing and presenting a report on the most important factors affecting me Efficiency of internal and external corporate communications. C/11 Dealing with some applications of electronic corporate communications (electronic portal - presentations - internal television - video conference). C/11 Dealing

with some applications of electronic corporate communications (electronic portal - presentations - internal television - video conference).

d) General and transferable skills

D/1 - The Internet is used to collect information from and about the websites and electronic portals of organizations
D/2 - Designs and writes a training program to raise the communication skills of heads of administrative units
D/3 - Presents a report on the efficiency of the communication and administrative skills of a leader
D/4 - Discusses and compares all new In the field of institutional communication
d/5 Efficiently deal with the computer and its various programs and access the blackboard educational platform
d/6 uses the Internet to collect information about organizations
d/7 thinks critically
d/8 discusses or presents a lecture or report on techniques and channels Institutional communications external.
D/9- Discusses and compares everything new in the field of corporate communications management.
D/10 team member.
D/11 Time management

Course content:

·/ 1- Conceptual Corporate Communications (importance and functions – flow directions)· 4/2 Formal and informal internal communication networks and organizational structure
3/4 Personal Communication and Relationship Building - Methods of Internal and External Corporate Communications
4/4 - Corporate Electronic Communications (Concept - Internal and External Applications - Advantages and Disadvantages)
4/5 - The relationship between leadership styles and the effectiveness of effective communication methods
4/6-Culture of leadership, management of situational forces, and institutional decision-making + models of effective leadership
4/7 mid-term exam
4/8 - Conflict management communication (concept - conflict levels - stages of conflict management - communication strategies and techniques for institutional conflict resolution + practical cases) · 4/9 - institutional communication for change management (concept - reasons for change - forms of resistance)
4/10 Communication Strategies for Change Management + Case in Action.
4/11 Organizational Development Communication (Concept- Objectives-Difference between change and development-Learning organization-Stages of development process).
4/12- Strategies and Techniques for Developing Organizations.
4/13 Managing Corporate Relations via Social Networks.
4/14 Communication strategies and techniques to build employees' emotional commitment to corporate identity.
4/15 The basics of digital transformation in government service institutions, the United Arab Emirates as a model.
4/16 semester final exam.

Teaching and learning methods:

1 - Theoretical lectures
2 - Case studies
3 - Dividing the student into work teams
4 - Self-learning
5 - Brainstorming
6 - Presentations
7 - Problem solving
8 - E-learning

Student Assessment Methods:

- 7/ a/1 - periodic applications. To assess: comprehension skills and intellectual skills.
- 7/a/2 - midterm exam. To assess: the skill of knowledge and understanding.
- 7/a/3 - tuition costs. To assess the student's ability to search and investigate.
- 7/a/4 - discussion and participation in the lecture.
- 7/a/3 - final exam. To evaluate: all skills.



Course Specifications

Course name: Advertising campaign management Course code: PRA402	Program: Public Relations and Advertising Level: Fourth Academic semester: 1 st term – 2 nd term
Major: Public Relations and Advertising	No. of studying units: 3 Theoretical: (3) Practical: (0)

Intended Learning Outcomes (ILOs):

a) Information and Concepts

A/1- Mention the scientific concepts of advertising campaigns. A/2- Describes the characteristics of advertising campaigns. A/3- Explain the stages of planning and preparation for advertising campaigns. A/4- Recognize the internal and external environment variables surrounding the advertising campaign. A/5- Understand the effects of economic, political, legal, cultural, social and technological factors on determining the objectives of advertising campaigns, its financial allocations, marketing strategies, and advertising media selection. A/6- Recognize the scientific models used in determining the objectives of advertising campaigns. A/7- Learn traditional and modern methods of determining the advertising campaign's budget. A/8- Recognize the most creative strategies used in advertising campaigns by international companies and those operating in Egypt. A/9- Knowing the different criteria for choosing advertising media.

b) Intellectual Skills

B/1- Classify the different types of advertising campaigns in light of several criteria (geographical location, type of demand, target audience, media and objectives). B/2- Analyze the marketing situation of companies and summarize the most important factors and variables that affect the success of the advertising campaigns. B/3- Determine the objectives of the advertising campaign. B/4- Determine the best ways to allocate the budget for advertising campaigns in accordance with the nature of the product and its life cycle, market, and company size. B/5- Distinguish between the different creative strategies, and the ways to use them. B/6- Plan advertising media and scheduling campaign messages. B/7- Evaluation of advertising campaigns.

c) Professional and practical skills

C/1-Write a SWOT analysis. C/2- Set the objectives of the marketing plan for advertising campaigns. C/3- Use different methods to determine the amount of financial allocations for advertising campaigns. C/4- Employ creative strategies in advertising campaigns. C/5- Make a plan for the advertising media, and schedule

campaign messages. C/6- Conduct Pre, post and during advertising campaign tests. A/7-Write the creative brief

d) General and transferable skills

D/1 Deal efficiently with the computer and its various programs and access the blackboard educational platform. D/2 Collect information about organizations via the internet. D/3- Thinks critically. D/4- discuss or present a lecture or report on an advertising campaign. D/5- Discuss and compare everything new in the field of advertising campaign management. D/6 Work in a team. D/7 Manage time efficiently. D/8 Use social media and criticize its performance as a marketing and advertising method.

Course content: 1. Advertising campaign (concept - characteristics - planning stages). 2 - Analysis of the marketing situation. 3- The marketing and promotional mix and the characteristics of the product and the consumer. 4- Determining the objectives of the advertising campaign. 5 - Practical examples of the objectives of the advertising campaign. 6-Determining the allocations for the advertising campaign. 7- Midterm exam. 8. Defining the creative strategy+ the concept of the creative brief. 9 - Plan and scheduling media. 10. Stages of choosing advertising media (problems - comparisons between means). 11 - Campaign evaluation. 12. Evaluation methods. 13 - Digital transformation in advertising campaign. 14 – revision. 15.Final exam

Teaching and learning methods: 1/5 Lectures. 2/5 Discussions. 3/5 Presentations (such as showing films or advertising campaigns). 4/5 Practical exercises and applications. 5/5 Presentation skills.

Student Assessment Methods: 7/A/1-Oral exams. 7/a/2-Written exams. 7/A/3-Coursework such as: analysis and evaluation of advertising campaigns and writing of the creative brief. 7/a/4- Participation in the lecture. 7/A/5- Exercises and practical applications.



Course Specifications

Course name: Public relations in the applied field Course code: PRA403	Program: Public relations & Advertising Level: Forth Academic Semester: 1st term- 2nd term
Major:	Number of units: 3 Practical: (1) Theoretical: (2)

- **Intended Learning Outcomes:**

a. Information and concepts:

After completing this course, the student will be able to:-

A/1 Mentioning the concept of public relations in these fields (sports - tourism - health). A/2 Describing the importance of public relations in sports, tourism and health institutions. A/3 Describing the functions of public relations in the field (sports - tourism - health). A/4 Summarizing the characteristics of those engaged in public relations in the field of tourism. A/5 Recognizing the objectives of public relations researches and selecting modern electronic means to collect information. A/6 Mentioning the role of public relations in achieving consensus between the general public and public and private health institutions. A/7 Recognizing the concept of electronic public relations and how to employ it in organizations.

B. Intellectual skills:

B/1 Conclusion of the scientific and ethical framework for the practice of public relations in sports institutions, tourism and health facilities. B/2 Analyzing the basic concepts of numbers and statistics when presenting the results of studies and market research. B/3 Choosing alternative means of collecting information in sports institutions. B/4 Planning for a public relations program in the field of tourism. B/5 Evaluating the effectiveness of some public relations campaigns as case studies in light of the characteristics of the target audience, timing and organizational factors related to the organization. B/6 Discussing how some organizations employ electronic public relations in promoting their services.

C. Professional and practical skills:

C/1 Preparing and implementing methods for collecting information about organizations and their different audiences. C/2 Analyzing the objectives of public relations within the campaigns. C/3 Preparing a plan for the practice of public relations in institutions. C/4 Writing and presenting a report on the mechanisms of practicing electronic public relations. C/5 Preparing a public relations program in a service field. C/6 Criticizing the performance of public relations in social media campaigns in accordance with professional standards.

D. General and transferable skills:

D/1 Dealing efficiently with the computer and its various programs and accessing the Blackboard educational platform. D/2 The Internet is used to collect information about organizations. D/3 Thinking critically. D/4 Discussing or presenting a lecture or report on the importance and development of public

relations. D/5 Discussing and comparing everything new in the field of public relations. D/6 Working with the group in a one-team style. D/7 Time management.

- **Course content:**

4-1 The concept of public relations in the sports field, its importance and objectives.

4-2 The foundations of organizing the public relations management in the sports field.

4-3 Characteristics of those working in public relations in the sports field.

4-4 The foundations of dealing with sports media.

4-5 The pillars of public relations in the field of tourism and its objectives.

4-6 Public relations functions in the field of tourism.

4-7 Mid-term Exam

4-8 Stages of planning public relations programs in the tourism field.

4-9 Stages of planning public relations programs in the tourism field.

4-10 Objectives of public relations in public and private health institutions.

4-11 The position and size of the public relations department in health institutions and the nature of its functions.

4-12 Planning for public relations programs in health institutions.

4-13 The concept of electronic public relations, its origins and objectives.

4-14 Electronic PR Tactics.

4-15 Final exam for the first semester

- **Teaching and learning methods:**

1- The lecture (direct education). 2- The discussion. 3- Case studies by presenting one of the applied fields for practicing public relations, exchanging opinions and dealing with students. 5/4 Dividing students into work teams (cooperative learning). 5/5 Brainstorming. 5/6 Presentations. 5/7 Self-learning by searching on the Internet and searching within the library. 5/8 E-learning through the Blackboard platform and interactive lectures.

- **Student Assessment Methods**

7/A/1- The mid-semester written test. 7/a/2 - Assignments to assess the student's ability for research and investigation.

7/a/3 - Discussion, participation and observation of students' behavior and performance in the lecture.

7/A/4- Written test at the end of the semester.



Course Specification

Course Data			
Code: PRA 404	Program: Public Relations & Advertising	Course name: Graduation Project	Level: Fourth level
Studying Units: (3) Theoretical: (2) \ Practical: (1)			

Intended Learning Outcomes Of Course (ILOs)

A) Information and Concepts

A/1- Familiarize with the steps of preparing the graduation project. A/2- Summarize the SWOT analysis: (strengths, weaknesses, opportunities, threats) A/3- Recognize creative strategies that can be used. A/4- Recognize the steps of designing press advertising and billboards. A/5- Recognize the steps of designing a storyboard for a television advertisement. A/6- Recognize the basics of designing special events for promotion or social campaigns for the graduation project. A/7- sets out the foundations for designing an online and social media campaign. A/8- Recognize the skills of persuading customers with social or commercial campaigns in light of utilizing communication skills.

B) Intellectual Skills

B/1- 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/2- Analyze the data of the Display Network in my research area. B\3 – Discuss campaign goals, creative ideas for project designs, and PR activities. B/4- Discuss the company's website. B/5- Analyze the elements of attention in activities through social communication. B/6- The labor market. B/7- Discuss the slogan in the advertising campaign.

C) Professional and Practical Skills

C/1- Collect theoretical material for scientific studies on the subject of the project. C/2 prepares a questionnaire form or interview evidence in the field of the project. C/3- Write the objectives of the campaign. C/4- Writes the creative strategy for the campaign. C/5- Designs and produces publications in the field of public relations and advertising. A/6- Write the script for television commercials or documentaries. A/7- Prepares a schedule for the campaign. C/8- Acquire many effective persuasion and presentation skills. C/9- The student is fluent in choosing the means through which the messages of the advertising campaign are displayed. C/10 The student designs an event for the social or advertising campaign of the graduation project. A/11 The student designs advertising messages for the campaign through social networking sites.

D) General And Transferable Skills

D/1 Dealing efficiently with the computer and its various programs and accessing the educational platform Blackboard D/2 Uses the Internet to collect information about organizations D/3 thinks critically D/4 discusses or presents a lecture or report on one of the marketing activities

Course Content

1- Review the steps of preparing the graduation project + brainstorming sessions to discuss some ideas. 2- Discuss the ideas that have been selected to determine the final idea of the project. 3- Discuss the theoretical aspects that the group should write in the project and distribute the work to the group. 4- A working session to prepare a guide for the interview with the relevant officials according to the project. 5- A working session to design a questionnaire to collect data from the target audience. 6- Discuss the results of the interview with the officials and direct the students to write them scientifically. 7- How to prepare the four-way analysis (opportunities - threats - strengths - weaknesses) and apply it to the project topic. 8- A working session to write the results of the questionnaire and the report for that. 9- Formulating the objectives of the advertising campaign and defining the target audiences. 10- Choosing the campaign's creative strategy, and the traditional and modern advertising means through which the campaign's messages are broadcast. 11- Brainstorming sessions for choosing advertising slogans, newspaper advertisement ideas, TV storyboard ideas, radio advertisements and internet advertisements. 12- Foundations of event design for an advertising or social campaign. 4-13 How to set up campaign scheduling. 13- Implementation of campaign messages and training on advertising campaign scheduling and campaign evaluation bases 14- Campaign presentations.

Teaching	And	Learning	Methods
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1- lecture (direct education). 2- Discussion 3- Case studies by presenting marketing campaigns, exchanging opinions and dealing with students. 4 Dividing students into work teams (cooperative learning) 5- 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. 6- brainstorming. 7- Presentations 8- Solve problems by suggesting elements of a marketing plan to develop a product. 9- E-learning through the Blackboard platform and interactive lectures via the platform.

Student	Assessment	Methods
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1- The mid-semester written test. 2- Study costs to assess the student's ability to research and investigate 3 Discussion, participation and observation of students' behavior and performance in the lecture 4-written test at the end of the semester.



Course Specification

Course Title: international Advertising Course Code : PRA405	Program: Public Relations & Advertising Level: Fourth level
Major: Public Relations & Advertising	Number of study units: 3 Theoretical: (2) Practical: (1)

● Intended Learning Outcomes (ILOs):

A. Information and concepts: A/1 mentions the concepts of international advertising, transcontinental advertising, multinational companies...etc). A/2 describes the stages of emergence and development of the international advertising. A/3 identifies the factors affecting the growth of the volume of the international advertising. A/4 Describes the various environmental conditions that affect the nature of the work of international advertising: "the cultural environment, the economic environment, the legal environment, the competitive environment...etc.". A/5 recognizes the concept of international advertising in light of the theory of globalization "consumer culture". A/6 Recognize the important decisions in the field of international advertising. A/7 Recognize the creative strategies that international advertising relies on.

A/8 Recognizes the most important strategies of international advertising "profiling, adaptation, harmonization". A/9 Recognize the ingredients for the success of international marketing or advertising via the Internet.

B. Intellectual skills: B/1 Evaluating the effectiveness of international advertising campaigns as a case study in light of their consideration of the Egyptian environment, including its various environmental variables, the characteristics of the target audience and the characteristics of the advertised product. B/2 Employing creative strategies in international advertising campaigns. B/3- Evaluating the effectiveness of international advertising campaigns in the light of the communication strategies "profiling, adaptation, and compatibility".

C. Professional & practical skills: C/1- Preparing and implementing methods for collecting information about products and services and their target audiences. C/2 - Preparing a report on the most important international advertising agencies, the nature of their organizational structure and activities, and the most important brands that they deal with. C/3- Writing and presenting an explanatory report on the most important factors related to the marketing environment in Egypt, which were taken into account in international advertisements. C/4- Employ creative strategies for international advertising.

C/5- Analyzing the content of international advertising campaigns in the light of communicative strategies, profiling, adaptation, and compatibility.

D. General skills: D/1 Dealing efficiently with the computer and its various programs, and entering the educational platform 'Blackboard'. D/2 Using the he Internet to collect information about international advertising campaigns for trademarks. D/3 Critical thinking. D/4- Discuss & present a report on one of the international advertising campaigns. D/5 discuss & compare everything new in the field of international advertising. D/6 Read & translate one of the international advertising agencies' websites. D/7 Develop the ability to work collectively within a team. D/8 Time management.

● Course content:

1- The concept and origin of International Advertising. 2- Factors affecting the growth of the volume of international advertising + applied models for international advertising agencies. 3- The international environment for international marketing and advertising "the economic, demographic, technological, legal/legislative environment". 4- Variables of the international environment for marketing and international advertising "competitive environment, marketing

infrastructure, cultural environment". 5- International advertising in light of the globalization theory "consumer culture". 6- Areas of important decisions in international advertising. 7- Midterm exam. 8- Creative strategies in international advertising. 9- Strategy Applications. 10- The strategy of profiling and its applications, advantages and disadvantages in international advertising. 11- Adaptation strategy and its applications, advantages and disadvantages in international advertising.

12- Applications of profiling, adaptation and consensual strategies in international advertising.

13- Models for analyzing the content of international advertisements in light of the strategies of profiling, adaptation and consensuality. 14- Ingredients for the success of international marketing and advertising via the Internet. 15- Final exam.

- **Teaching and learning methods:**

1- Lectures. 2- Discussions. 3- Presentations on international advertising campaigns (case studies). 4- Brainstorming. 5- Dividing the students into work teams.

- **Student assessment method:**

1- The mid-term written test. 2- Tuition costs to assess the student's ability to research and investigate.

3-discussion, participation and observation of students' behavior and performance in the lecture 4-written test at the end of the semester.



Course Specification

Course Title: international public relations Course Code: : PRA406	Program: Public Relations & Advertising Level: Third level
Major: Public Relations & Advertising	Number of study units: 3 Theoretical: (3) Practical: (0)

● **Intended Learning Outcomes (ILOs):**

- a. Information and concepts:** A/1 Correct definition of international public relations with its various concepts. A/2 Understand how Western countries dominate communication technology. A/3 Understand the importance of using communication technology to influence the identity of the other. A/4 Identify the communication strategies used for each target market.
- B. Intellectual skills:** B/1 Analyze the type of communication strategies for international public relations and chooses the best strategy. B/2 Infer the difference between the process of modernization and globalization. B/3 The student deduces the elements related to the dominance of Western countries on communication technology. B/4 The student analyzes the patterns of local communities' reception of the contents of foreign communication technology. B/5 Proper selection of the cultural indicators specific to each country as appropriate.
- C. Professional & practical skills:** C/1 Cultural analysis of international contexts. C/2 Employment of cultural models in content analysis. C/3 Assessing the differences between the different stages of domination, and the communication strategies used.
- D. General skills:** D/1 Using the Internet to gather information on imperialism, modernization, and cultural models. D/2 Working in groups. D/3 Present a report on cultural analysis. D/4 Discuss and compare countries on the basis of their cultural indicators.

● **Course content:**

- 1- General introduction and different definitions of international public relations. 2- Cultural identity and its elements. 3- National identity and its elements. 4- Military imperialism and its elements. 5- The use of communication technology to influence the identity of the other. 6- The elements related to the dominance of Western countries on communication technology. 7- Mid-Term test. 8- Patterns of local communities' reception of the contents of foreign communication technology. 9- The process of modernization and its stages. 10- The process of globalization and its impact on communication strategies. 11- Cultural models and how they are applied to cultural analysis. 12- The concept of "Glocal". 13- The different applications of communication strategies in international public relations. 14- Review of samples of the final project. 15- Final exam.

● **Teaching and learning methods:**

- 1- Lectures (direct education). 2- Discussions. 3- Case studies. 4 Self-learning by searching online and searching within the library. 5- E-learning through the Blackboard platform and interactive lectures via the platform.

● **Student assessment method:**

- 1- The mid-term written test.
- 2- Tuition costs to assess the student's ability to research and investigate.
- 3- Written test at the end of the semester.
- 4- Participation and discussion in the lecture.



Course Specifications

Course name: Advertising Creativity Course code: PRA407	Program: Public Relations and Advertising Level: Fourth Academic semester: 1 st term – 2 nd term
Major:	No. of studying units: 3 Theoretical: (2) Practical: (1)

Intended Learning Outcomes (ILOs):

a) Information and Concepts

A/1 Mention the concept of creativity in general and the concept of creativity in advertising. A/2 Describe the characteristics of a creative person and ways of creative thinking. A/3 Identify the golden rules of creative advertising A/4 Mention the specifications of effective creative advertising A/5 Defines the creative functions within advertising A/6 Summarize the difference between creative and non-creative advertising. A/7 Recognize the stages of the creative process. A/8 Mention the concept of the brand and the steps for its construction and strategies for its manufacture A/9 Mention the concept of creative strategy and its elements. A/10 Describe the creativity strategies and the Big Idea. A/11 Mention the elements of the printed advertisement design (headline/text/slogan). A/12 Describe the types and forms of modern applications for creativity in advertising on social media platforms such as Facebook and Instagram.

b) Intellectual Skills

B/1 Choose one of the creative thinking methods. B/2 Criticize the use of humor and celebrities in advertising campaigns that have already taken place. B/3 Plan the types of creative strategies in advertising campaigns. B/4 Differentiate between the types of creative strategies. B/5 Differentiate between good and effective print advertising design elements and other ineffective elements according to the advertising objectives criteria and determinants of target audience. B/6 Design a creative ad. B/7 Criticize and analyze text and slogan in creative campaigns that have already taken place. B/8 Analyze forms and types of modern applications for creativity in advertising campaigns that have already been done on the social media platforms such as Facebook and Instagram.

c) Professional and practical skills

C/1 Use modern technology to display advertising campaigns. C/2 Prepare and design a creative advertising campaign. C/3 Evaluate a creative advertising campaign. C/4 Design and write a creative brief. C/5 Design and write a creative advertising text. C/6

Design and implement a creative advertising slogan. C/7 Plan and implement creative advertisements for posting on Facebook and Instagram.

d) General and transferable skills

D/1 Present a lecture or a report on creative activities in advertising. D/2 Use the Internet to get the required ads in the course. D/3 Follow up on all new developments in the field of creativity in advertising. D/4 Discuss and criticize the results of presenting creative campaigns with an open and democratic mindset.

Course content:

4-1 The concept of creativity and its rules. 4-2 The creative person died, characteristics of effective creative advertising, and creative functions. 3-4 The concept of advertising with creativity. 4-4 Benefiting from celebrities in creativity, stages of the creative process and models of creativity. 4-5 The concept of the brand. 4-6 Presentation and discussion of assignments. 4-7 midterm exam. 4-8 Brand making strategies, creativity strategies. 4-9 Creative summary and central idea, brainstorming. 4-10 The Art of Print Advertising. 4-11 Headline: Definition, functions and techniques, advertising text (definition, functions, techniques of writing). 4- 12 Presentation and discussion of assignments. 4-13 The advertising slogan, its types, functions and characteristics. 4-14 Types and forms of modern applications for creativity in advertising on social media platforms such as Facebook and Instagram. 4-15 Final Exam.

Teaching and learning methods:

1 - Lectures. 2- Case studies. 3- Discussions. 4 - Practical applications. 5 – Brainstorming.

Student Assessment Methods:

7/A/1 Midterm written exam. 7/A/2 Assignments. 7/A/3 Discussion and Participation. 7/A/4 Final written exam.



Course Description

Course Name: A special topic in public relations Course Code: PRA 408	Program: Public relations & advertising Level: Fourth Academic semester: 1 st term – 2 nd term
Major:	Number of units: 3 Practical: (1) Theoretical: (2)

- **Intended Learning Outcomes:**

A. Information and concepts:

A/1 Mentioning the concepts related to the company's responsibility towards society. A/2 Describing the nature of the company's responsibilities towards society.

A/3 Summarizing the factors affecting companies' adoption of social responsibility programs. A/4 Mentioning the role of corporate communications in marketing social responsibility programs. A/5 Describing the role of public relations in managing corporate relationships with interest groups.

A/6 Recognizing the strategies and objectives of public relations in developing relationships with clients.

B. Intellectual skills:

B/1 Conclusion of the scientific framework for social responsibility practices. B/2 Analyzing the basic concepts of numbers and statistics when presenting the results of studies and market research. B/3 Analyzing the factors affecting public relations practices in responding to societal issues.

B/4 Planning programs for managing customer relations through electronic means of communication.

B/5 Evaluating the effectiveness of some social responsibility programs as case studies in light of their consideration of the characteristics of the target audience, timing and organizational factors related to the organization. B/6 Discussing how some organizations employ corporate communications to market social responsibility programs.

C. Professional and practical skills:

C/1 Preparing and implementing methods for collecting information about organizations and their different audiences. C/2 Editing media messages and formulating them in an accurate manner appropriate to the topic or issue to serve the social responsibility programs. C/3 Preparing a plan for corporate responsibility practices towards society.

C/4 Writing and presenting a report on the communication strategies for managing the organization's relations with its clients. C/5 Preparing a customer relationship management program in a company through its pages on social media. C/6 Criticizing the performance of public relations in social media campaigns in accordance with professional standards.

D. General and transferable skills:

D/1 Dealing efficiently with the computer and its various programs and accessing the Blackboard educational platform. D/2 The Internet is used to collect information about organizations. D/3 Thinking critically. D/4 Discussing or presenting a lecture or report on the importance and development of public relations.

D/5 Discussing and comparing everything new in the field of public relations. D/6 Working with the group in a one-team style. D/7 Time management.

- **Course content:**

4-1 The development of concepts and practices related to the responsibility of the organization towards society.

4-2 Carroll's hierarchy of organizational responsibilities and corporate strategies to respond to their responsibilities.

4-3 Factors affecting companies' adoption of social responsibility programs.

4-4 Social responsibility programs in multinational companies.

4-5 Corporate communications and social responsibility programs (concept and objectives).

4-6 Strategies for corporate communications for social responsibility programs.

4-7 Midterm Exam.

4-8 Communication channels used in marketing social responsibility programs.

4-9 The organization's relations with interest groups.

4-10 CRM.

4-11 Dimensions of the quality of the relationship between the customer and the brand.

4-12 Six Relationship Building Strategies by Han & Gruning

4-13 Customer Relationship Development Tactics.

4-14 The importance of developing relationships with clients 4-15 Final exam.

- **Teaching and learning methods:**

1 - The lecture (direct education). 2 - The discussion. 3 - Case studies by presenting one of the applied fields for practicing public relations, exchanging opinions and dealing with students. 4 - Dividing students into work teams (cooperative learning). 5 - Brainstorming. 6- Presentations.

7- Self-learning by searching on the Internet, searching inside the library, summarizing what he has seen, and using what he read during the discussions.

8- E-learning through the Blackboard platform and interactive lectures via the platform.

- **Student Assessment Methods:**

7/A/1- The mid-semester written test. 7/a/2 - Assignments to assess the student's ability for research and investigation.

7/a/3 - Discussion, participation and observation of students' behavior and performance during the lecture. 7/A/4- Written test at the end of the semester.



Course Specification

Course Data			
Code: PRA 409	Program: Public Relations & Advertising	Course name: Media Production	Level: Fourth Level
Studying Units: (3) Theoretical: (2) \ Practical: (1)			

Intended Learning Outcomes Of Course (ILOs)

A) Information and Concepts

A/1 Mentions the concepts of (corporate identity, visual identity, brand personality, press and digital advertising, colors and creative brief and creative thinking). A/2 Mention the elements of the digital marketing mix and how to build a digital strategy. A/3 Recognize the elements of the organization's logo. A/4 Mention the verbal and visual elements of a press advertisement. A/5 Recognize color theory and its related elements. A/6 Recognize the nature of the digital environment and how to measure performance.

B) Intellectual Skills

B/1 Employing creative thinking methods in the production of media materials. b/2 Analyze the basic concepts of numbers and statistics when presenting results of market studies and research. B/3 Analyzing the elements of the internal and external marketing environment and their impact on the target audience. B/4 Effectiveness evaluation of some press and digital ads as case studies. B/5 Analyzing press and digital advertisements in light of the professional and ethical standards of the media profession.

C) Professional and Practical Skills

C/1 Writing the creative brief for the advertising campaign. C/2 Efficiently plan and design the press and digital advertisement. C/3 Writing a digital marketing strategy and digital marketing mix. C/4 Efficient use of colors in advertising designs. C/5 Criticizing advertising performance on digital platforms in light of ethical and professional standards.

D) General And Transferable Skills

D/1 Dealing efficiently with the computer and its various programs and accessing the blackboard educational platform. D/2 The Internet is used to collect information about advertising campaigns. D/3- Think critically. D/4- Working in a team. D/5 Using social media and criticizing its performance as a means of marketing and advertising.

Course Content

4/1 Defining the identity of the organization and its components (physical image, personality, cultural environment, relationship, reflection, mental processes) 2/4 Defining the organization's visual identity and its dimensions (image, vision, conveying meanings, originality and credibility, continuity, stability, flexibility, innovation, commitment, value). 3/4 How to write a Brief Creative. 4/4 The concept of Logo, its components and importance. 4/5 Logo Functions, Types and Design Rules. 6/4 Definition of press advertising, its verbal and visual elements, and foundations of press advertising design. 4/7 mid-school year exam. 4/8 Defining digital advertising, its forms and performance measures. 4/9 Marketing mix in the digital age and building a digital marketing strategy. 4\10 Digital Advertising Design Considerations (Considerations for Information Content, Design and Usage). 4\11 Definition of color and its use in the production of media materials (color harmony, contrast, color philosophy and psychology) 4\12 The personality of the brand as an entrance to the production of media materials (concept, development, dimensions and measurement) 4\13 The functional role of colors in building the personality of the brand. 4/14 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. 4/15 Final exam.

Teaching And Learning Methods

5\1 Lecture (direct teaching). 5\2 Discussion. 5\3 Case studies by displaying advertisement models, exchanging opinions and dealing with students. 5/4 Self-learning by searching on the Internet, searching within the library, summarizing what he has seen, and using what he read during the discussions. 5/5 presentations. 5/6 E-learning through the blackboard platform and interactive lectures via the platform.

Student Assessment Methods

6/1 The mid-semester written test. 6/2 Tuition costs to assess the student's ability to research and investigate. 7/3 Discussion, participation and observation of student behavior and performance in the lecture. 6/4 Written test at the end of the semester.