



Course Specification

Course name: RTV Media Campaigns Course Code:	Program: Radio & Television Academic level: Third Semester: First
Specialization: Radio & Television	Number of studying units Theoretical: 3 Practical: 0

Intended Learning Outcomes of Course (ILOs)

A) Information and concepts

- A/1 Explain the concept of media campaigns
- A/2 Describe the characteristics of media campaigns
- A/3 List the types of media campaigns
- A/4 Define the steps for preparing media campaigns
- A/5 Know the appropriate means for media campaigns
- A/6 Define methods for evaluating media campaigns
- A/7 Describe how to budget for media campaigns
- A/8 Define the characteristics of the target audience
- A/9 Explain how to choose the appropriate audience for each campaign.
- A/10 Know the obstacles facing the design and implementation of media campaigns.
- A/11 Define ways to reform, renew and continue media campaigns.
- A/12 Enumerate the characteristics of social media statements on society.
- A/13 Mention the negatives that affect the community if media campaigns are designed and implemented in a correct way.

B) Intellectual skills

- B/1 Analyze a group of media campaigns.
- B/2 Criticize the methods used in these campaigns objectively.
- B/3 Infer the differences between the different campaigns he analyzed.
- B/4 Infer the obstacles that faced the preparation, design and implementation of these campaigns.
- B/5 Summarize the steps needed to produce each type of media campaign.
- B/6 Suggest new ways in which the campaigns he has prepared could have been presented.
- B/7 Classify the means of persuasion used in each campaign.
- B/8 Demonstrate the importance of modern media in implementing media campaigns.
- B/9 Suggest ways to use social media as one of the media campaigns in reaching the public.
- B/10 Differentiate between Egyptian, Arab and international media campaigns in terms of design implementation and results obtained.

C) Professional and practical skills

- C/1 Design a media campaign
- C/2 Carry out a presentation of a media campaign
- C/3 Select the target audience from his media campaign.
- C/4 Use appropriate persuasive means to achieve his goals
- C/5 Use the means of scientific research in the process of designing the media campaign.
- C/6 Use the Internet as a basic aid during the design and implementation of the media campaign.
- A/7 Choose the appropriate budget for the design and implementation of his media campaign.
- C/8 List the advantages and disadvantages of his campaign and ways to eliminate these defects
- C/9 Use the appropriate method to evaluate and improve his media campaign

D) General and transferable skills

D/1 Use the Internet to collect information

D/2 Think critically and creatively

D/3 Work within a team

D/4 Develop the ability to self-develop and increase self-confidence

D/5 Increase his ability to communicate and socialize

D/6 Develop his ability to work according to a predetermined budget

Course Content

- The concept of media campaigns
- Characteristics of media campaigns
- Types of media campaigns
- Steps to prepare media campaigns
- How to choose the appropriate means for media campaigns
- Mid-term exam
- Target audience (characteristics and types)
- How to set the advantages for media campaigns
- Methods of evaluating media campaigns
- Analyzing a media campaign
- Designing a media campaign
- Presentations to students for the campaigns they designed

Teaching and Learning Methods

- Lectures.
- Discussion.
- Presentations.

Student Assessment Methods

- Midterm exam.
- Classwork.
- Final Exam.