

Ministry of Higher Education and Scientific Research

Warith Al-Anbiya University

College of Media - Department of Advertising and Digital Marketing Communication

Quality Assurance and Academic Accreditation Division

**Course Description Guide for the  
College of Media,  
Department of Advertising and Digital  
Marketing Communication  
2025-2026**



محضر المصادقة على دليل وصف البرنامج الاكاديمي والمقرر الدراسي لكلية الاعلام -  
قسم الإعلان والاتصال التسويقي الرقمي (2026-2025)

اسم الجامعة : وارث الأنبياء

الكلية : الاعلام

اسم البرنامج الاكاديمي والمهني : بكالوريوس في الإعلان والاتصال التسويقي الرقمي

النظام الدراسي : سنوي

تاريخ اعداد الوصف : 2026/1/28

تاريخ انتهاء الوصف : 2026/2/7

التوقيع :

اسم معاون العميد العلمي : أ.م.د. عبد المجيد الخطيب  
التاريخ : 2026/2/7

التوقيع :

اسم رئيس القسم : م.م. حازم فاضل عباس أبو صخر  
التاريخ : 2026/2/7

دقق الملف من قبل شعبة ضمان الجودة والأداء الجامعي

اسم مدير شعبة ضمان الجودة والأداء الجامعي : م.م. حازم فاضل عباس أبو صخر

التاريخ : 2026/2/7

المدرس الدكتور  
محمد جمال الطيف  
العميد / وكالة  
2026 / 2 / 11

نسخة منه المر //

الحفظ

حسام



## **Information about the department**

**Number of administrators in the department: (2)**

**Number of faculty members: 10**

**Number of lecturers: 6**

**Number of students in the morning program, by academic level:18**

**Number of first-year students (morning session):18**

**Total number of students:18**

### **1-Program Vision**

Leading the way in preparing creative specialists in advertising and digital marketing communications, who possess scientific knowledge, professional and technical skills, and are capable of effectively influencing society and the labor market locally and regionally through quality education that combines sound scientific foundations with advanced professional applications in the fields of advertising and digital marketing communications, keeping pace with technological transformations, enhancing creativity and innovation, and contributing to media and economic development.

### **2- Program Message**

The mission of the Advertising and Marketing Communications Department is to provide specialized university education, rigorous scientific research, and applied professional training in the fields of advertising and marketing communication, keeping pace with cognitive and technological developments and meeting the requirements of Iraqi society and the labor market.

### 3- Program Objectives

- Providing an integrated academic program in advertising and marketing communication, based on contemporary scientific principles, employing digital technologies and modern teaching methods, and promoting interactive learning.
- Preparing qualified professionals, both scientifically and professionally, who possess the theoretical knowledge and practical skills necessary to work in the fields of advertising and marketing communication. Digital, which contributes to the development of media work and supports development paths.
- Promoting the use of modern technologies in education, scientific research, and applied studies in the fields of advertising and digital marketing communication.
- To provide students with the latest theoretical and practical developments in advertising and marketing communication, keeping pace with the developments in the digital media environment.
- Developing students' analytical and critical abilities to enable them to understand practical reality, diagnose communication and advertising problems, and propose appropriate scientific and professional solutions.
- Enhancing communication and interaction with the community and its institutions through training, applied projects, and partnerships related to advertising and marketing communications.

### Program accreditationG

Under construction

### 5- Other external influences

no

### 6- Program structure

comments	Percentage	Study unit	Number of courses	Program structure
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	<b>3.8</b>	<b>6</b>	<b>3</b>	<b>Institutional requirements</b>
	<b>48.1</b>	<b>90</b>	<b>38</b>	<b>College requirements</b>
	<b>48.1</b>	<b>90</b>	<b>38</b>	<b>Department requirements</b>
	<b>/</b>	<b>/</b>	<b>/</b>	<b>Summer training</b>
	<b>/</b>	<b>/</b>	<b>/</b>	<b>Other</b>

<b>7- Program Description</b>				
<b>Approved aid</b>		<b>Course name</b>	<b>Course code</b>	<b>Year/Level</b>
	<b>theoretical</b>	<b>Arabic language 1</b>	<b>LNG</b>	<b>2025-2026 Phase One</b>
	<b>theoretical</b>	<b>Media psychology</b>	<b>MPS</b>	
<b>practical</b>	<b>theoretical</b>	<b>Information Technology Introduction</b>	<b>ITF</b>	
<b>practical</b>	<b>theoretical</b>	<b>Digital media editing</b>	<b>DME</b>	
	<b>theoretical</b>	<b>human rights</b>	<b>HRAD</b>	
	<b>theoretical</b>	<b>English Language 1</b>	<b>MLE</b>	
	<b>theoretical</b>	<b>Principles of Advertising and Communication</b>	<b>PAC</b>	
		<b>Principles of Advertising Management and Planning</b>	<b>ADV</b>	
<b>practical</b>	<b>theoretical</b>	<b>Introduction to Graphic Design</b>	<b>GDDM</b>	
<b>practical</b>	<b>theoretical</b>	<b>Digital Media Literacy</b>	<b>DME</b>	

<b>8- OutputseducationExpected program</b>	
<b>Knowledge</b>	

<p><b>1- Mastering the arts and styles of journalistic work</b>  <b>The article, UncleD, investigative journalism, Interview</b></p> <p><b>2- Writing The journalist.</b></p> <p><b>3- Proficiency in investigative journalism techniques</b></p> <p><b>4- Scientific awarenessnoTypes of rumors, their methods, propaganda, psychological warfare, and how to counter them</b></p> <p><b>5- Sufficient ability to Understanding the patterns and methods of yellow journalism</b></p> <p><b>6- Practical proficiency in the arts of journalistic reporting:</b>  <b>War, Economic, Service.....</b></p>	
<b>Skills</b>	
<p><b>1- Adequate training in all journalistic arts and familiarity with their possibilities and branches.</b></p> <p><b>2- Mastering the scientific method in research, investigation, analysis, and deriving conclusions.</b></p> <p><b>3- The ability to diagnose aspectsPositivityIts adoption, negativity, and avoidance.</b></p>	
<b>Values</b>	
<p><b>Truth, accuracy, and objectivity, in addition to professional ethics such as respect for human rights, privacy, and freedom of expression, also include societal values such as promoting citizenship and preserving customs and traditions. These values are based on the religious and cultural principles and established norms of societies.</b></p>	

**9- Teaching and learning strategies**

- 1- Relying on theoretical and practical education to develop personal skills in the field of journalism.
- 2- Time management and prioritization with the ability to work in an organized manner.
- 3- All students, in their various roles, participate in producing a comprehensive newspaper as part of the practical work..
- 4- Diversifying the use and application of multiple and modern educational methods to increase the student's desire to learn and develop themselves.
- 5- Interactive education and student involvement in presenting and showcasing their activities within the university's festival events and honoring them.
- 6- Programmed training in digital camera and smartphone applications to prepare the student to work as a photojournalist in press institutions or other governmental institutions.

#### 10- Evaluation methods

Electronic technical lecture  
 Discussion panels  
 Practical application (workshop for all aspects of journalistic work)  
 Scientific application  
 Daily tests  
 Term and central exams

#### 11- Faculty

##### Faculty members

Faculty preparation		Requirements and skills (if applicable)		Specialization		Practical rank
lecturer	angel			private	general	
	angel			Modern literary	Arabic language	Dr. Saleh Majeed Ali

				<b>criticism</b>		
	<b>angel</b>			<b>Marketing Management/Strategic Management</b>	<b>business management</b>	<b>Prof. Dr. Hussein Muhammad Kashkoul</b>
<b>lecturer</b>				<b>Artificial intelligence and management Data</b>	<b>Computer Science</b>	<b>Dr. Ayad Hamid Musa</b>
<b>lecturer</b>				<b>law</b>	<b>law</b>	<b>Dr. Hussein Faisal Naama</b>
	<b>angel</b>			<b>Radio and Television</b>	<b>information</b>	<b>M.M. Hazem Fadel Abbas</b>
<b>lecturer</b>				<b>Radio and Television</b>	<b>information</b>	<b>M.M. Mustafa Razzaq Jawad</b>
	<b>angel</b>			<b>Media Department</b>	<b>information</b>	<b>M.M. Al-Hassan Naama Abdul Karim</b>

### **Professional Development**

**Directing faculty members to work and participate in seminars, workshops, and seminars. NQashia and participation in continuing education courses**

**Using educational tools Modern (Smartboard, data projector, and lectures) effectiveness)**

**The professional development of faculty members is achieved through assessing the development of new associates by conducting workshops, seminars, and training sessions. Q Activities and participation in conferences, scientific visits, and enrollment in continuing education courses**

**Participating in courses and workshops organized by the University's Continuing Education Center**

**12- Acceptance Criteria**

**According to the regulations and instructions set by the Ministry of Higher Education and Scientific Research**

**13- The most important sources of information about the program**

**Library / Internet / Websites / Virtual Library**

**14- Program Development Plan**

**Utilizing new teaching applications, such as smartphone apps and artificial intelligence technologies, keeping up with the latest technological developments, and encouraging teachers to update curricula annually to keep pace with advancements. and M with sustainability plans**

## Course descriptions

Firstly: Course Description Templates orrow English language	
<b>1. Course Name:</b>	
English language	
<b>1. Course code:</b>	
MLE	
<b>2. Chapter/Year:</b>	
First course	
<b>3. Date of preparation of this description:</b>	
2/9/2025	
<b>4. Available attendance formats:</b>	
In-person + online (when needed)	
<b>5. Number of study hours (total) / Number of units (total):</b>	
2 hours	
<b>6. Name of the course coordinator</b>	
Name: Dr. Muhammad Nabil Hadi Email: mohammed.haboobi@atu.edu.iq	
<b>7. Course Objectives</b>	
<ul style="list-style-type: none"> <li>To equip the student with the ability to understand media texts written in English and analyze their main ideas.</li> <li>Developing students' English writing skills through the formulation of simple and clear informational sentences and texts..</li> <li>Training students to read and understand short media articles and reports in English.</li> <li>To enable students to use English in key academic and professional media contexts.</li> <li>Preparing the student linguistically to continue his academic studies in the field of media and to keep up with global media developments.</li> </ul>	Course Objectives
<b>8. Teaching and learning strategies</b>	
<ul style="list-style-type: none"> <li>✓ Theoretical lectures supported by practical examples.</li> <li>✓ classroom discussions And the dialogues.</li> <li>✓ Training on the use of Linguistic expressions</li> <li>✓ E-learning through digital resources and educational videos.</li> </ul>	strategy
<b>9. Course structure</b>	

<b>Evaluation Method</b>	<b>Learning method</b>	<b>Unit or topic name</b>	<b>Required learning outcomes</b>	<b>Hours</b>	<b>Week</b>
Oral questions	Lecture + Discussion	What Is Media	Identify the basic concept of media and its main types	2	1
Short test	Lecture + Examples	Present Simple	Use the present simple tense to describe facts and general media concepts	2	2
Short report	Lecture + Participation	Defining & Explanatory Structures	Use simple defining and explanatory structures to explain media terms	2	3
duty	Lecture + Discussion	The role of media in modern society	Understand the role of media in modern society	2	4
duty	Lecture + Exercise	News Values and News Selection	Recognize basic news values and criteria for news selection	2	5
Short test	Lecture + Case Study	Cause and Effect	Use cause-and-effect language in simple media contexts	2	6
duty	Lecture + Training	What Makes News Important?	Identify factors that make news important	2	7
Monthly test	Lecture + Practical Exercise	News and Public Interest	Understand the relationship between news and public interest	2	8
Short report	Lecture + Discussion	social media and digital journalism	Recognize the role of social media in digital journalism	2	9
duty	Lecture + practical examples	Present Continuous	Use the present continuous tense to describe current events and trends.	2	10
Short test	Lecture + Training	Describing Trends and Change	Describe trends and changes using simple English structures	2	11
duty	Lecture + Case Study	Trends in Digital Media	Identify major trends in digital media	2	12
a report	Lecture + Training	Reporting Events and News Stories	Understand basic methods of reporting events and news stories	2	13
Class participation	Review + Exercises	Past Simple	Use the past simple tense to report past events	2	14
final exam	written	Exam	Assess students' understanding of language and media concepts	2	15
Short report	Lecture + Examples	Passive Voice (News Reporting)	Use the passive voice in basic news reporting	2	16
duty	Lecture + Participation	Reporting a Public Incident	Report a simple public incident using appropriate language	2	17
duty	Lecture + Discussion	Writing a News Report	Write a short and simple news report	2	18
Short test	Lecture + Exercise	Media Impact and Public Reaction	Understand media impact on public reaction	2	19
duty	Lecture + Case Study	Present Perfect	Use the present perfect tense to link past events to the present	2	20

Monthly test	Lecture + Training	Result and Effect Language	Use result-and-effect language in media texts	2	21
Short report	Lecture + Practical Exercise	Media and Public Opinion	Understand the role of media in shaping public opinion	2	22
duty	Lecture + Discussion	Media Impact on Society	Identify the effects of media on society.	2	23
Short test	Lecture + practical examples	Ethics, Responsibility, and the Future of Media	Understand basic media ethics and future responsibilities	2	24
duty	Lecture + Training	Future Simple	Use the future simple tense to express predictions	2	25
a report	Lecture + Case Study	Modals of Obligation and Ability	Use modal verbs to express obligation and ability	2	26
Class participation	Lecture + Training	Responsibility in the digital age	Recognize responsibility in digital media use	2	27
Short report	Review + Exercises	Media Ethics in a Changing World	Understand ethical challenges in modern media	2	28
duty	Lecture + Examples	Media Impact on Society	Analyze media influence on society in simple terms	2	29
final exam	written	Exam	Evaluate overall learning outcomes of the course	2	30

## 10. Course evaluation

**Grade distribution out of 100** According to the tasks assigned to the student, such as daily preparation, daily, oral, monthly, and written exams, reports, etc.

- أ. Preparation and classroom participation: 10 degrees  
 ب. Monthly test: 30 degree  
 ج. Final exam: 60 degree  
 د. **Total = 100 points**

## 11. Learning and teaching resources

Ceramella Nick, Lee Elizabeth. - Cambridge English for the Media. Student's Book\i	<b>Required textbooks</b>
New Headway 5th Edition Beginner_ Student's	<b>Main References</b>
<i>Media and Society</i> . SAGE Publications.  <i>The Language of News Media</i> . Blackwell Publishing.	<b>Recommended supporting books and references</b>
<a href="https://learningenglish.voanews.com">https://learningenglish.voanews.com</a>	<b>Electronic references, websites</b>

<b>Second: N Course description template human rights</b>
<b>1- Course Name</b>
human rights
<b>2- Course code</b>
HRAD
<b>3- Term/Year</b>
2026-2025
<b>4- Date this description was prepared</b>
15/11/2025
<b>5- Available forms of attendance</b>
My presence
<b>6- Total number of study hours</b>
60
<b>7- Name of the course coordinator</b>
Dr. Hussein Faisal Naama
<b>8- Course Objectives</b>
<p>A- Cognitive objectives</p> <p style="padding-left: 40px;">The concept of human rights is known -1</p> <p style="padding-left: 20px;">2- To recognize the importance of human rights</p> <p style="padding-left: 20px;">3- It defines the characteristics of human rights</p> <p style="padding-left: 20px;">4- Recognizes the goals of human rights</p> <p>B - The skills-related objectives of the course.</p> <p style="padding-left: 20px;">1- Acquiring human rights experience and skills</p> <p style="padding-left: 20px;">2 - To understand the role of human rights in media work</p> <p style="padding-left: 20px;">3- The student acquires practical skills and Scientific knowledge that helps him to perform his duties as required</p>
<b>9- Teaching and learning strategies</b>
<p>1- Scientific lecture method</p> <p>2- The discussion method involves directing questions to the students and their participation in the lecture.</p>
<b>10- Course structure</b>

Evaluation Method	Teaching method	Unit/Topic Name	Required learning outcomes	Hours	Week
Written and oral exam and direct questions	Delivering lectures and discussions in person	The concept of human rights	The student should learn the concept of human rights.	2	1
Written and oral exam and direct questions	Delivering lectures and discussions in person	Human rights: their importance and objectives	The student should learn about human rights and their importance. and its goals	2	2
Written and oral exam and direct questions	Delivering lectures and discussions in person	Human rights categories	The student should understand the nature of human rights categories.	2	3
Written and oral exam and direct questions	Delivering lectures and discussions in person	Types of human rights	The student shows Types of human rights	2	4
Written and oral exam and direct questions	Delivering lectures and discussions in person	Rights and freedoms related to human thought	To explain to the student the rights and freedoms related to human thought	2	5
Written and oral exam and direct questions	Delivering lectures and discussions in person	Rights and freedoms related to human activity	The student should understand the importance of rights and freedoms related to human activity.	2	6

Written and oral exam and direct questions	Delivering lectures and discussions in person	Media and Human Rights	To clarify the media and human rights	2	7
Written and oral exam and direct questions	Delivering lectures and discussions in person	Human rights and freedoms	The student should learn about rights and freedoms in Islam.	2	8
Written and oral exam and direct questions	Delivering lectures and discussions in person	Equality in Islam: The right to work	The student should understand the principle of equality in Islam and the right to work.	2	9
Written and oral exam and direct questions	Delivering lectures and discussions in person	Universal Declaration of Human Rights	The student should explain the articles of the Universal Declaration of Human Rights.	2	10
Written and oral exam and direct questions	Delivering lectures and discussions in person	Human rights and media ethics	The student should be familiar with human rights and media ethics.	2	11
Written and oral exam and direct questions	Delivering lectures and discussions in person	The right to practice journalism, the right to know	The student explains the right to practice journalism and the right to know.	2	12
Written and oral exam and direct questions	Delivering lectures and discussions in person	Right to criticize	He explains to the student Right to criticize	2	13

Written and oral exam and direct questions	Delivering lectures and discussions in person	Comprehensive review	netAEnsure the student understands the material before the exam	2	14
First semester exam				2	15
Written and oral exam and direct questions	Delivering lectures and discussions in person	The right to privacy protection	To show the student	2	16
Written and oral exam and direct questions	Delivering lectures and discussions in person	Human rights agencies	The student should know	2	17
Written and oral exam and direct questions	Delivering lectures and discussions in person	International Labour Organization	The student explains	2	18
Written and oral exam and direct questions	Delivering lectures and discussions in person	Global Health Organization	The student shows	2	19
Written and oral exam and direct questions	Delivering lectures and discussions in person	Human Rights Center	The student should explain	2	20
Written and oral exam and direct questions	Delivering lectures and discussions in person	Invasion of privacy	The student realizes	2	21

Written and oral exam and direct questions	Delivering lectures and discussions in person	Declaration of the Rights of Man in France	The student shows	2	22
Written and oral exam and direct questions	Delivering lectures and discussions in person	Western civilization and human rights	The student explains the concept	2	23
Written and oral exam and direct questions	Delivering lectures and discussions in person	Material division and parasitism	The student should recognize	2	24
Written and oral exam and direct questions	Delivering lectures and discussions in person	Invasion of privacy	The student should realize	2	25
Written and oral exam and direct questions	Delivering lectures and discussions in person	Declaration of the Rights of Man in France	It explains to the student	2	26
Written and oral exam and direct questions	Delivering lectures and discussions in person	Western civilization and human rights	The student should explain	2	27
Written and oral exam and direct questions	Delivering lectures and discussions in person	Arab Organization for Human Rights	The student should understand	2	28
Written and oral exam and	My presence	Right to defend	The student should explain	2	29

direct questions					
		Second semester exam		2	30

<b>Third:Course description template: Fundamentals of Information Technology</b>	
<b>Course description template</b>	
	<b>Course Name .1</b>
basicstechnologyInformation	
	<b>Course code .2</b>
ITF	
	<b>Chapter and Year .3</b>
2025-2026	
	<b>Date this description was prepared .4</b>
Tuesday, December 2, 2025	
	<b>Available forms of attendance .5</b>
	<b>My presence</b>
	<b>Total number of study hours .6</b>
	<b>90 study hours</b>
	<b>Name of course coordinator .7</b>
Dr. Ayad Hamid Musa	
	<b>Course objectives .8</b>
<b>General objectives of the course:</b>	
To enable the student to understand the digital infrastructure upon which the modern advertising world depends, and how to utilize it to solve communication and marketing problems..	.1
Developing the practical technical skills necessary to design, implement, and evaluate digital advertising campaigns.	.2
Enhancing critical thinking in selecting and using appropriate technological tools for each advertising context..	.3
<b>Detailed cognitive and skill-based objectives:</b>	
Understanding the technical foundations of the digital environment:	.1
Mastering basic programming and design tools:	.2
Data analysis and insight extraction:	.3

Understanding digital communication platforms and modern technologies:	.4
Digital security and professional ethics:	.5
Digital advertising project management:	.6

## Teaching and learning strategies .9

1 Teaching strategies (the role of the lecturer):	.1
Contextual teaching (Contextualized Learning):	.2
Link each technical concept to its direct application in advertising. For example, we don't study "databases" theoretically, but rather how social media platforms store user data to enable targeted advertising..	.3
Live demonstrations (Live Demos):	.4
Live demonstration of real tools: Open an account Google Analytics is typical; running the Facebook Ads platform (beta mode); using project management tools.	.5
Project-based education (Project-Based Learning):	.6
Divide the students into teams (mini-advertising agencies) and assign them a final project. Planning and executing a limited digital advertising campaign for a virtual or real project (e.g., for a student organization). The project goes through all phases: from strategy development to results analysis.	.7

### 8. Immediate feedback (Immediate Feedback):

Especially in the practical aspect (design, spreadsheets), provide quick feedback during practical sessions to correct the course immediately..

## 2 Learning strategies (student role):

- Active learning and participation (Active Learning):
  - Simulation (Simulations): Using simulation platforms for advertising (such as Facebook Blueprint Demo or Google Skillshop Simulations).
  - Case studies (Case Studies): Technically analyzing successful and unsuccessful advertising campaigns (What did you use? How did you target? How did you measure the results?).
  - Group brainstorming (Brainstorming): For example: "How can AR technology be used to promote product X?"
- Cooperative learning (Collaborative Learning):

- Working in groups on tasks and projects, simulating the environment of advertising agencies where a designer, writer, account manager, and campaign manager work together..
- Problem-based learning(Problem-Solving Learning):
  - Presenting challenge scenarios: "The conversion rate is low, the data indicates such and such, what tools will you use to analyze the problem and what solutions are proposed?"
- Guided self-learning(Self-Directed Learning):
  - Encourage students to explore new free tools (a tag analysis tool, an infographic design tool), and submit a brief report on their usefulness for advertising..

### 3Practical activities and applications:

- Indoor (classroom) activities:
  - Analyzing a specific advertisement and guessing the target audience based on its characteristics.
  - A quick exercise on using basic functions inExcel (VLOOKUP, Pivot Tables) for analyzing hypothetical campaign data.

### Course structure.10

#### Chapter One

Evaluati on Method	Learning method	Unit name	Learning outcomes	Numb er of hours	Week number
Electroni c, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	Introduction to Technology in the Advertising Industry	The student will gain an introduction to technology in the advertising industry.	3	.1
Electroni c, written, oral, and direct	Delivering lectures and discussions in person	Digital advertising system	The student should be able to identify the components of	3	.2

question tests	with practical application	(hardware) components	the digital advertising system (hardware).		
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	Computer networks and the internet: the backbone of digital advertising	The student should become familiar with computer networks and the internet: the backbone of digital advertising. With practical application	3	.3
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	Colors and web page layout	The student should learn about colors and web page formatting.	3	.4
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	Fonts and methods of controlling the website's structure	The student should learn the fonts and how to control the website's features.	3	.5
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	Paragraphs and lists in website page design	The student should be able to identify paragraphs and lists.	3	.6
Electronic, written, oral, and direct	Delivering lectures and discussions in person	<b>Introduction to databases and audience targeting</b>	The student should learn an introduction to databases and	3	.7

question tests	with practical application		audience targeting.		
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	<b>Data analysis using</b>	The student should learn data analysis using	3	.8
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	<b>Data analysis using Excel Sheets</b>	The student will learn how to insert tables into a web page.	3	.9
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	<b>Web analytics using Google Analytics</b>	The student will learn how to use web analytics. <b>Google Analytics</b>	3	.10
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	<b>Advertising on social media platforms (Facebook/Instagram)</b>	The student should learn how to advertise on social media platforms (Facebook/Instagram).	3	.11
<b>Electronic, written, oral, and direct question tests</b>	<b>Delivering lectures and discussions in person with practical application</b>	<b>Email marketing</b>	<b>The student should learn how to market via email.</b>	3	.12

Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	<b>Project management and collaborative work tools</b>	The student should learn project management and collaborative work tools.	3	.13
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	Make search engines find the site	The student should learn how to make the site find search engines	3	.14
First semester exam: practical + theory					.15
<b>Chapter Two</b>					
<b>Evaluation Method</b>	<b>Learning method</b>	<b>Unit name</b>	<b>Learning outcomes</b>	<b>Number of hours</b>	<b>Week number</b>
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	basicsCSS	The student should learn the basicsCSS	3	.16
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	How to set propertiesCSS with HTML elements	The student should learn how to assign propertiesCSS with HTML elements	3	.17
Electronic, written, oral, and direct	Delivering lectures and discussions in person with	Designing a structural model for a page at a	The student will learn to design a structural model for a page at a	3	.18

question tests	practical application	glanceHTML and CSS	glance.HTML and CSS		
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	All propertiesCSS S	The student should become familiar with all the characteristicsCSS	3	.19
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	design For a web page using HTML and CSS	The student should learn design For a web page using HTML and CSS	3	.20
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	<b>Basic video editing for advertising content</b>	The student will learn the basic video editing method for advertising content.	3	.21
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	<b>Emerging technologies in advertising (artificial intelligence)</b>	The student should learn an introduction to emerging technologies in advertising (artificial intelligence).	3	.22
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	<b>Emerging technologies in advertising (augmented reality and virtual reality)</b>	The student should learnEmerging technologies in advertising (augmented reality and virtual reality)	3	.23

Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	<b>Digital security and digital advertising ethics</b>	The student should learn about digital security and the ethics of digital advertising.	3	.24
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	<b>Preparing the presentation and digital portfolio</b>	The student should learn to design a complete website using WORDPRESS	3	.25
Second semester exam: practical + theoretical				3	.26
<b>Final exam</b>					.27
<b>Course evaluation .11</b>					
<p>The grade out of 100 is distributed according to the tasks assigned to the student, such as daily preparation, daily, oral, monthly, and written exams, reports, etc.</p> <p>20 (marks for the first semester) 15 theory and 5 practical</p> <p>20 (marks for the second semester) 15 theory and 5 practical</p> <p>Annual effort grade 4060 marks on the final exam</p>					
<b>Learning and teaching resources .12</b>					
<b>University of Dhi Qar Curriculum / College of Media .1</b>					

Fourth: NCourse description template Advertising management and planning	
<b>1. Course Name</b>	
Advertising management and planning	
<b>2. Course code</b>	
ADV	
<b>3. Semester/Year</b>	
Second semester/ 2025-2026	
<b>4. Date this description was prepared</b>	

(2023/2024)

**5. Available forms of attendance**

My attendance in classrooms

**6. Number of study hours (total) / Number of units (total)**

Total number of study hours(30) /Number of units(3)

**7. Name of the course coordinator (if there is more than one, please mention it).**

Name: A.M. Muwad Kadhim Al-Asadi [alasadimoued79@gmail.com](mailto:alasadimoued79@gmail.com)

**8. Course objectives**

\* Introducing students to management concepts  
No advertising  
Modern and structured press, radio and television institutions.

Developing students' planning abilities  
Advertising(Strategic and tactical) for organizations and campaigns.

\* To enable the student to understand the economics of advertising and how to manage human and financial resources in the digital environment.

\* To equip the student with decision-making skills and to solve administrative and professional problems within newsrooms and advertising offices.

Studying the planning methods for managing advertising crises and how to deal with them.

**Course objectives**

**9. Teaching and learning strategies**

<p>* Theoretical aspect: Explaining the concepts of planning and management, and clarifying the difference between traditional management and the management of modern media institutions.</p> <p>* Scientific interaction: Activating student participation when explaining the material and raising scientific questions about it as part of the evaluation process.</p> <p>* Commitment to attendance: Obliging students to attend lectures allocating attendance grades within the evaluation.</p> <p>* Assignments: Students are given assignments for the purpose of evaluation and to determine their academic level in relation to the material given.</p>	<b>strategy</b>
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10.Course structure					
Evaluation Method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
Participation, discussion, exam	In-person lecture	Introduction to Management: Concept and Origins	development the skillsthe theory	3	1.
Participation, discussion, exam	In-person lecture	Administrative Schools: Stages of Management Development	development the skillsthe theory	3	2.
Participation,	In-person	Advertising management jobs	development the skillsthe theory	3	3.

<b>discussion, exam</b>	<b>n lecture</b>				
<b>Participation, discussion, exam</b>	<b>In-person lecture</b>	Contact and Advertising	foldR Alskills thetheory	3	4.
<b>Participation, discussion, exam</b>	<b>In-person lecture</b>	Advertising communication	foldR Alskills thetheory	3	5.
<b>Participation, discussion, exam</b>	<b>In-person lecture</b>	Advertisement	development theskillsthet heory	3	6.
<b>The exam</b>	<b>In-person lecture</b>	Advertising communication methods 1	development theskillstheT heory andtheAppli ed	3	7.
<b>Participation, discussion, exam</b>	<b>In-person lecture</b>	Finance, production, and marketing in advertising agencies	development theskills thetheory	3	8.
<b>Participation, discussion, exam</b>	<b>In-person lecture</b>	Human Resources Management in Advertising Organizations	development theskillsthet heory	3	9.
<b>Participation,</b>	<b>In-person</b>	Advertising communication methods 2	development theskillsthet heory	3	10.

discussion, exam	n lecture				
Participation, discussion, exam	In-person lecture	Planning for advertising crisis management	development the skillsthe Theory andthe Applied	3	11.
Participation, discussion, exam	In-person lecture	Leadership and decision-making in advertising work	development the skillsthe theory	3	12.
Participation, discussion, exam	In-person lecture	Advertising communication methods 3	development the skillsthe theory	3	13.
The exam	In-person lecture	Advertising management ethics and legislation	development the skillsthe theory	3	14.
Participation, discussion, exam	In-person lecture	General practical applications and curriculum review	development the skills the Theory andthe Applied	3	15.
Participation, discussion, exam	In-person lecture	Introduction to planning	Planning	3	16.

<b>Participation, discussion, exam</b>	<b>In-person lecture</b>	Advertising planning: its types, levels, and importance	The concept of advertising planning and its historical development	3	17.
<b>Participation, discussion, exam</b>	<b>In-person lecture</b>	marketing mix	The role of advertising within the promotional mix	3	18.
<b>Participation, discussion, exam</b>	<b>In-person lecture</b>	Advertising planning	Advertising planning objectives	3	19.
<b>Participation, discussion, exam</b>	<b>In-person lecture</b>	analysis swot	Market analysis in advertising planning	3	20.
<b>Participation, discussion, exam</b>	<b>In-person lecture</b>	Who is the Target audience?	Target audience study	3	21.
<b>Participation,</b>	<b>In-person</b>	advertising message	advertising message(Ad	3	22.

<b>discussion, exam</b>	<b>n lecture</b>		Advertising Message)		
<b>Participation, discussion, exam</b>	<b>In-person lecture</b>	Advertising methods	Advertising methods(Advertising Media)	3	23.
<b>Participation, discussion, exam</b>	<b>In-person lecture</b>	What are the advertising methods?	Choosing the right advertising medium	3	24.
<b>Participation, discussion, exam</b>	<b>In-person lecture</b>	Types of advertising schedules	Advertising scheduling(Media Scheduling)	3	25.
<b>Participation, discussion, exam</b>	<b>In-person lecture</b>	Advertising funding	Advertising budget	3	26.
<b>Participation, discussion, exam</b>	<b>In-person lecture</b>	Types of advertising planning	Planning the advertising campaign	3	27.
<b>Participation, discussion, exam</b>	<b>In-person lecture</b>	Effective methods of evaluation and measurement	Evaluating and measuring advertising	3	28.

			effectiveness		
<b>Participation, discussion, exam</b>	<b>In-person lecture</b>	Fundamentals of Ethics	Ethics and legal controls in advertising	3	29.
<b>Participation, discussion, exam</b>	<b>In-person lecture</b>	Analysis of recent trends	Modern trends in advertising planning	3	30.

### 10. Course evaluation

The grade out of 100 is distributed according to the tasks assigned to the student, such as daily preparation, daily, oral, monthly, and written exams, reports, etc.

\*60 marks for the final written exam.

\*40 marks for the student's effort.

A- 30 marks for the student's monthly exam.

B- 5 marks for daily oral participation during the lecture.

C- 5 marks for attending the lecture.

### 11. Learning and teaching resources

book on managing accredited advertising agencies.	required textbooks (methodology, if applicable)
-----	main references (sources)R)
-----	Recommended supporting books and references (scientific journals, reports...)

websites dedicated to studies related to media management and planning	electronic references, websites
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<b>Fifth: NDigital Media Literacy Course Description Template</b>	
<b>Course name: .1</b>	
<b>Digital Media Literacy</b>	
<b>Course code: .2</b>	
<b>DME</b>	
<b>Chapter/Year: .3</b>	
<b>First and second semesters / 2025 - 2026</b>	
<b>Date the description was prepared: .4</b>	
<b>30/3/2025</b>	
<b>Available forms of attendance: .5</b>	
<b>My presence</b>	
<b>Number of study hours (total) / Number of units (total) .6</b>	
<b>90 hours / 2 units per semester</b>	
<b>Name of course coordinator: .7</b>	
<a href="mailto:saadalsade77@gmail.com">saadalsade77@gmail.com</a>	<b>M.M. Saad Eidan Al-Saadi</b>
<b>Course objectives: .8</b>	
<p><b>Understanding what media literacy is and its objectives.</b></p> <ul style="list-style-type: none"> <li>- The ability to understand and interpret educational materials, And discovering the values contained within its contents.</li> <li>- The ability to provide critical opinions on media content, whether positive or negative.</li> <li>- To learn about other topics related to the subject of digital media literacy.</li> </ul>	
<b>Teaching and learning strategies: .9</b>	
<ol style="list-style-type: none"> <li><b>1. Reliance on the dual visual presentation of textual and pictorial material for communication media models.</b></li> <li><b>2. The variety of methods used to present the lecture includes video, images, and audio.</b></li> </ol>	

**3. Activate participation in discussions by asking and answering questions, while also emphasizing the scientific aspect.**

**Course structure: .10**

<b>Chapter One</b>					
<b>Evaluation Method</b>	<b>Teaching method</b>	<b>Unit or topic name</b>	<b>Required educational outcomes</b>	<b>Hours</b>	<b>Week</b>
discussion Visual presentation	a lecture Theory and Practice	Getting to know education Digital media	Getting to know education Digital media	3	01
discussion Visual presentation	a lecture Theory and Practice	Defining the concept of education Media	Getting to know education Digital media	3	02
discussion Visual presentation	a lecture Theory and Practice	Why Media and Digital Literacy?	Getting to know education Digital media	3	03
discussion Visual presentation	a lecture Theory and Practice	Citizenship / Digital Citizenship / Global Citizenship	Getting to know education Digital media	3	04
discussion Visual presentation	a lecture Theory and Practice	Political and commercial pressures on Arab media(The political money industry)	Getting to know education Digital media	3	05
Questions and discussion	a lecture Theory and Practice	Citizen Journalist	Getting to know education	3	06

			<b>Digital media</b>		
<b>discussion Visual presentation and exam</b>	<b>a lecture Theory and Practice</b>	<b>Sectarian rhetoric, hate speech, and incitement</b>	<b>Getting to know education Digital media</b>	<b>3</b>	<b>07</b>
<b>discussion Visual presentation and exam</b>	<b>a lecture Theory and Practice</b>	<b>Practical applications: How to create an account Flickr</b>	<b>Getting to know education Digital media</b>	<b>3</b>	<b>08</b>
<b>discussion Visual presentation and exam</b>	<b>a lecture Theory and Practice</b>	<b>Framing theory</b>	<b>Getting to know education Digital media</b>	<b>3</b>	<b>09</b>
<b>discussion Visual presentation and exam</b>	<b>a lecture Theory and Practice</b>	<b>Practical and scientific applications of internet browsing Advanced Search</b>	<b>Getting to know education Digital media</b>	<b>3</b>	<b>10</b>
<b>discussion Visual presentation and exam</b>	<b>a lecture Theory and Practice</b>	<b>Stereotype/Gender stereotyping, Cultural attitudes and gender ideologies</b>	<b>Getting to know education Digital media</b>	<b>3</b>	<b>11</b>
<b>Discussion of a practical application</b>	<b>a lecture practical</b>	<b>Marketing / Sports Marketing as a Model</b>	<b>Getting to know education Digital media</b>	<b>3</b>	<b>12</b>
<b>discussion Visual presentation and exam</b>	<b>a lecture Theory and Practice</b>	<b>Practical applications in release Pixlr images</b>	<b>Getting to know education Digital media</b>	<b>3</b>	<b>13</b>

<b>Discussion, presentation, and practical application</b>	<b>a lecture practical</b>	<b>Newsroom management (the difference between data and information)</b>	<b>Getting to know education Digital media</b>	<b>3</b>	<b>14</b>
<b>Term examthe first</b>					<b>15</b>
<b>theChapter Two</b>					
<b>Evaluation Method</b>	<b>Teaching method</b>	<b>Unit or topic name</b>	<b>Required educational outcomes</b>	<b>Hours</b>	<b>Week</b>
<b>discussion Visual presentation</b>	<b>a lecture Theory and Practice</b>	<b>Media coverage: Refugee camp journalist, Displaced persons (absolute humanitarian coverage followed by professionalism)</b>	<b>Getting to know education Digital media</b>	<b>3</b>	<b>01</b>
<b>discussion Visual presentation</b>	<b>a lecture Theory and Practice</b>	<b>Practical applications in critical image analysis</b>	<b>Getting to know education Digital media</b>	<b>3</b>	<b>02</b>
<b>discussion Visual presentation</b>	<b>a lecture Theory and Practice</b>	<b>Verifying the accuracy of statements made by public figures</b>	<b>Getting to know education Digital media</b>	<b>3</b>	<b>03</b>
<b>discussion Visual presentation</b>	<b>a lecture Theory and Practice</b>	<b>Children as media fodder for political propaganda</b>	<b>Getting to know education Digital media</b>	<b>3</b>	<b>04</b>
<b>discussion Visual presentation</b>	<b>a lecture Theory and Practice</b>	<b>Blogs and blogging</b>	<b>Getting to know education</b>	<b>3</b>	<b>05</b>

			<b>Digital media</b>		
<b>discussion Visual presentation</b>	<b>a lecture Theory and Practice</b>	<b>Ideology</b>	<b>Getting to know education Digital media</b>	<b>3</b>	<b>06</b>
<b>discussion Visual presentation</b>	<b>a lecture Theory and Practice</b>	<b>Practical applications for creating a blog</b>	<b>Getting to know education Digital media</b>	<b>3</b>	<b>07</b>
<b>discussion Visual presentation</b>	<b>a lecture Theory and Practice</b>	<b>Theoretical approaches to media ideology</b>	<b>Getting to know education Digital media</b>	<b>3</b>	<b>08</b>
<b>discussion Visual presentation</b>	<b>a lecture Theory and Practice</b>	<b>Media and Critical Thinking</b>	<b>Getting to know education Digital media</b>	<b>3</b>	<b>09</b>
<b>discussion Visual presentation</b>	<b>a lecture Theory and Practice</b>	<b>Practical applications for writing, editing, and montage videos</b>	<b>Getting to know education Digital media</b>	<b>3</b>	<b>10</b>
<b>discussion Visual presentation</b>	<b>a lecture Theory and Practice</b>	<b>Scenario for production</b>	<b>Getting to know education Digital media</b>	<b>3</b>	<b>11</b>
<b>discussion Visual presentation</b>	<b>a lecture Theory and Practice</b>	<b>Documentary program</b>	<b>Getting to know education Digital media</b>	<b>3</b>	<b>12</b>

discussion Visual presentation	a lecture Theory and Practice	Practical applications for writing, editing, and montage videos	Getting to know education Digital media	3	13
discussion Visual presentation	a lecture Theory and Practice	Practical applications for writing, editing, and montage videos	Getting to know education Digital media	3	14
<b>The exam</b>					<b>15</b>

<b>Sixth: Design fundamentalsgraphic</b>
<b>1.Course Name:</b>
<b>Graphic Design Fundamentals</b>
<b>2.Course code:</b>
<b>GDDM</b>
<b>3.Chapter/Year:</b>
<b>e coursethe first</b>
<b>4.Date of preparation of this description:</b>
<b>2/9/2025</b>
<b>1. Available attendance formats:</b>
<b>In-person + online (when needed)</b>
<b>2. Number of study hours (total) / Number of units (total):</b>
<b>hours / 3 units</b>
<b>3. Name of the course coordinator</b>
<b>Name: M.M. Mustafa Razzaq Kadhim</b> Email: <a href="mailto:mustafa.razzaq@uowa.edu.iq">mustafa.razzaq@uowa.edu.iq</a>

#### 4. Course Objectives

To enable students to understand the concept of digital advertising, its development and its role in the modern communication system, while recognizing the differences between it and traditional advertising. ✓

To equip students with the ability to analyze digital advertisements in terms of the idea, the message, the target audience, and the media used, thereby enhancing their critical thinking. ✓

Developing students' skills in planning and designing digital advertising campaigns using various digital platforms and technologies in line with the goals of the organization or brand. ✓

Introducing students to digital advertising tools and methods, such as social media platforms, search engines, and interactive ads, while understanding the mechanisms for measuring performance and interaction. ✓

Enhancing the practical aspect for students by linking theoretical aspects with practical application, which contributes to preparing them for the digital labor market and its evolving requirements. ✓

Course Objectives

#### 5. Teaching and learning strategies

Theoretical lectures supported by practical examples. ✓

Classroom discussions and analysis of real-life case studies. ✓

Applied projects (short reports and research papers). ✓

Training in the use of quantitative methods for forecasting and decision making. ✓

E-learning through digital resources and educational videos. ✓

strategy

#### 6. Course structure

<b>Evaluation Method</b>	<b>Learning method</b>	<b>Unit or topic name</b>	<b>Required learning outcomes</b>	<b>Hours</b>	<b>Week</b>
Oral questions	Lecture + Discussion	Introduction to Graphic Design	Definition of graphic design, its origins and development, and its role in digital advertising	3	1
	Lecture + Examples	computer application	practical	2	2
Short report	Lecture + Participation	Graphic design as a means of visual communication	Understanding visual communication, the mechanism of conveying meaning through images, the relationship between form and content, and the designer's role in delivering the advertising message.	3	3
		practical	practical	2	4
duty	Lecture + Exercise	graphic design elements	A detailed explanation of the basic design elements such as: point, line, shape, color, space, texture, and direction, along with an explanation of the role of each element in constructing the advertising design.	3	5
		practical	practical	2	6
duty	Lecture + Training	Design principles and foundations	It covers graphic design principles such as balance, contrast, rhythm, repetition, unity, harmony, and visual hierarchy, with applications to digital advertising.	3	7

		<b>Practical lecturer</b>	<b>Practical lecturer</b>	2	<b>8</b>
			<b>exam</b>		<b>9</b>
<b>duty</b>	<b>Lecture + practical examples</b>	Color in design and advertising	It focuses on color theory, the color wheel, the psychological and cultural connotations of colors, the use of color in persuasive advertising, and its impact on the recipient and consumer behavior.	3	<b>10</b>
			<b>practical</b>	2	<b>11</b>
<b>duty</b>	<b>Lecture + Case Study</b>	For calligraphy and printing	It addresses the concept of font, its types, characteristics, rules for its use in digital advertising, the relationship between font and image, and the impact of printing on the clarity and communicative power of the message.	3	<b>12</b>
		<b>practical</b>	<b>practical</b>	2	<b>13</b>
<b>Class participation</b>	<b>Review + Exercises</b>	<b>Images and graphics in advertising design</b>	<b>This section explains the role of photography and illustrations, the principles of image selection, digital image processing, and their role in constructing meaning and persuasion in advertising.</b>	3	<b>14</b>
		<b>practical</b>	<b>practical</b>	2	<b>15</b>
			<b>Monthly examthe second</b>		<b>16</b>
<b>duty</b>	<b>Lecture + Participation</b>	Composition and artistic direction	It focuses on the fundamentals of visual composition, the distribution of elements within the design space, the use of grids, and white space in digital design.	3	<b>17</b>
		<b>practical</b>	<b>practical</b>	2	<b>18</b>

<b>Short test</b>	<b>Lecture + Exercise</b>	<b>Visual identity and branding</b>	<b>The concept of visual identity, its elements (logo, colors, fonts), and the role of graphic design in building a brand and establishing its mental image are discussed.</b>	3	<b>19</b>
		<b>practical</b>	<b>practical</b>	2	<b>20</b>
	<b>Lecture + Training</b>	Graphic design for digital advertising on digital platforms	<b>Explaining the specific design requirements for digital ads, content design for social media platforms, interactive ads, and design requirements for various digital media.</b>	3	<b>21</b>
		<b>practical</b>	<b>practical</b>	2	<b>22</b>
<b>duty</b>	<b>Lecture + Discussion</b>	<b>graphic design programs</b>	This section introduces the most important design programs used in digital advertising, such as: Adobe Photoshop – Illustrator – InDesign With an explanation of the areas of use for each program.	3	<b>23</b>
		<b>practical</b>	<b>practical</b>	2	<b>24</b>
			<b>First month exam</b>	2	<b>25</b>
<b>a report</b>	<b>Lecture + Case Study</b>	<b>Fundamentals of digital image processing</b>	<b>It focuses on the concepts of accuracy.(Resolution), dimensions, color systems (RGB – CMYK), digital image formats, and final output quality.</b>	3	<b>26</b>
		<b>practical</b>	<b>practical</b>	2	<b>27</b>
<b>Short report</b>	<b>Review + Exercises</b>	<b>Creativity and innovation in graphic design</b>	<b>It addresses the concept of creativity, the stages of design thinking, the generation of visual ideas, and the role of innovation in distinguishing the advertising message.</b>	3	<b>28</b>

		<b>practical</b>	<b>practical</b>	2	<b>29</b>
		Critical evaluation of design works	It focuses on the fundamentals of graphic design analysis and evaluation, reading visual messages, constructive criticism, and linking design to communication and marketing objectives.	3	<b>30</b>
		<b>practical</b>	<b>practical</b>	2	
			<b>Second month exam</b>		

### 7. Course evaluation

**Grade distribution out of 100** According to the tasks assigned to the student, such as daily preparation, daily, oral, monthly, and written exams, reports, etc.

Preparation and class participation: 10 marks .هـ

Monthly test: 30 points .و

Final exam: 60 marks .ز

**Total = 100 points** .ح

### 8. Learning and teaching resources

A study on graphic design by Professor  
Ahmed Gamal Eid

Mohsen Printing House

Egypt 2014 AD

Deposit number

2014/26932

National Library and Archives – Egypt

#### Required textbooks

A Study on Graphic Design by Prof. Dr.  
Ahmed Gamal Eid

Mohsen Printing House

Egypt

#### Main References



<p>marketing and advertising management and their importance in the environment.No media..</p> <p>Introducing the student to the characteristics and different types of advertising and marketing, and their modern developments. ✓</p> <p>To equip the student with the ability to understand and apply marketing and advertising strategies for products and services. ✓</p> <p>Training the student on typesMarketing and advertising. ✓</p> <p>To enable the student to identify advertising and marketing development strategies, the quality of its design, and its role in competitive advantage. ✓</p> <p>To equip the student with practical skills in how to promote through advertising and marketing operations.. ✓</p> <p>Preparing the student to face the challenges he encounters in the work environment according to modern scientific principles.. ✓</p>	<p>Course Objectives</p>
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**9.Teaching and learning strategies**

<p>Theoretical lectures supported by practical examples. ✓</p> <p>Classroom discussions and analysis of real-life case studies. ✓</p> <p>Applied projects (short reports and research papers). ✓</p> <p>Training in the use of quantitative methods for forecasting and decision making. ✓</p> <p>E-learning through digital resources and educational videos. ✓</p>	<p>strategy</p>
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**10.Course structure**

Evaluation Method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
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<b>Oral questions</b>	<b>Lecture + Discussion</b>	<b>Introduction to Advertising Marketing Management</b>	<b>Understanding the historical and epistemological development of marketing science</b>	2	<b>1</b>
<b>Short test</b>	<b>Lecture + Examples</b>	<b>Philosophy of Advertising and Marketing</b>	<b>Distinguishing the goals and types of marketing and advertising</b>	2	<b>2</b>
<b>Short report</b>	<b>Lecture + Participation</b>	<b>Marketing and advertising management operations</b>	<b>Understanding Marketing Processes</b>	2	<b>3</b>
<b>duty</b>	<b>Lecture + Discussion</b>	<b>Advertising and marketing strategies</b>	<b>Understanding the evolution of advertising and marketing strategies</b>	2	<b>4</b>
<b>duty</b>	<b>Lecture + Exercise</b>	<b>Market segmentation</b>	<b>Understanding the concept and its types</b>	2	<b>5</b>
<b>Short test</b>	<b>Lecture + Case Study</b>	<b>Media marketing mix</b>	<b>Understanding the marketing mix4S</b>	2	<b>6</b>
<b>duty</b>	<b>Lecture + Training</b>	<b>advertising environment</b>	<b>Understanding the internal and external advertising environment</b>	2	<b>7</b>
<b>Monthly test</b>	<b>Lecture + Practical Exercise</b>	<b>consumer markets</b>	<b>Understanding the concept of the consumer and its types</b>	2	<b>8</b>
<b>Short report</b>	<b>Lecture +</b>	<b>Buying behavior</b>	<b>Understanding consumer purchasing behavior</b>	2	<b>9</b>

	<b>Discussion</b>				
<b>duty</b>	<b>Lecture + practical examples</b>	<b>Advertising content</b>	<b>Understanding the marketing and advertising content of the advertising process</b>	<b>2</b>	<b>10</b>
<b>Short test</b>	<b>Lecture + Training</b>	<b>Advertising product cycle</b>	<b>Understanding the five-stage lifecycle of an advertising product</b>	<b>2</b>	<b>11</b>
<b>duty</b>	<b>Lecture + Case Study</b>	<b>Advertising promotion</b>	<b>Understanding the concept and types of advertising promotion</b>	<b>2</b>	<b>12</b>
<b>a report</b>	<b>Lecture + Training</b>	<b>Marketing communications</b>	<b>Understanding the concept of marketing communications</b>	<b>2</b>	<b>13</b>
<b>Class participation</b>	<b>Review + Exercises</b>	<b>advertising mix</b>	<b>Understanding the advertising mix</b>	<b>2</b>	<b>14</b>
<b>final exam</b>	<b>written</b>	<b>The exam</b>	<b>Final exam</b>	<b>2</b>	<b>15</b>
<b>Short report</b>	<b>Lecture + Examples</b>	<b>Distribution channels</b>	<b>Understanding distribution channels and their types</b>	<b>2</b>	<b>16</b>
<b>duty</b>	<b>Lecture + Participation</b>	<b>Types of advertising</b>	<b>Understanding the types of advertising for the marketing process</b>	<b>2</b>	<b>17</b>
<b>duty</b>	<b>Lecture + Discussion</b>	<b>Traditional advertising methods</b>	<b>Understanding what traditional methods are</b>	<b>2</b>	<b>18</b>

<b>Short test</b>	<b>Lecture + Exercise</b>	<b>Modern advertising methods</b>	<b>Understanding what modern methods are</b>	2	<b>19</b>
<b>duty</b>	<b>Lecture + Case Study</b>	<b>advertising message</b>	<b>Understanding the marketing message of the product</b>	2	<b>20</b>
<b>Monthly test</b>	<b>Lecture + Training</b>	<b>Planning the advertising campaign</b>	<b>Understanding the process of planning a marketing advertising campaign</b>	2	<b>21</b>
<b>Short report</b>	<b>Lecture + Practical Exercise</b>	<b>Advertising budget</b>	<b>Understanding the advertising budget items for a marketing campaign</b>	2	<b>22</b>
<b>duty</b>	<b>Lecture + Discussion</b>	<b>Public Relations</b>	<b>Understanding public relations concepts for the marketing process</b>	2	<b>23</b>
<b>Short test</b>	<b>Lecture + practical examples</b>	<b>Direct marketing</b>	<b>Understanding direct marketing and its types</b>	2	<b>24</b>
<b>duty</b>	<b>Lecture + Training</b>	<b>Advertising via social media</b>	<b>Understanding social media advertising methods</b>	2	<b>25</b>
<b>a report</b>	<b>Lecture + Case Study</b>	<b>Marketing Generations</b>	<b>Identifying the different types of marketing generations</b>	2	<b>26</b>
<b>Class participation</b>	<b>Lecture + Training</b>	<b>Advertising and artificial intelligence</b>	<b>Understanding artificial intelligence programs in the advertising process</b>	2	<b>27</b>

Short report	Review + Exercises	Communication, its types and models	Understanding the concept of communication, its types and models	2	28
duty	Lecture + Examples	Contact elements	Identifying the most important elements of communication	2	29
final exam	written	The exam	Final exam	2	30

### 9. Course evaluation

**Grade distribution out of 100** According to the tasks assigned to the student, such as daily preparation, daily, oral, monthly, and written exams, reports, etc.

Preparation and class participation: 10 marks ط.

Monthly test: 30 points ي.

Final exam: 60 marks ك.

**Total = 100 points** ل.

### 10. Learning and teaching resources

Marketing Management, Dr. Thamer Al-Bakri, 2024, Fourth Edition - Al-Dhakira Publishing and Distribution.	<b>Required textbooks</b>
Heizer, J. & Render, B., Operations Management .A Stevenson, W.J., Operations Management .B	<b>Main References</b>
Marketing Management According to Marketing Generations, Dr. Yousef Hajim Al-Tai & Dr. Hussein Mohammed Ali Kashkoul, 2024, First Edition	<b>Recommended supporting books and references</b>
Journals and scientific research related to Marketing and Advertising Department.	<b>Electronic references, websites</b>

<b>Eighth:Course description template: Media Language</b>
<b>1- Course Name</b>
Media language
<b>2- Course code</b>
LNG
<b>3- Term/Year</b>
2025-2026
<b>4- Date this description was prepared</b>
15/12/2025
<b>5- Available forms of attendance</b>
My presence
<b>6- Total number of study hours</b>
60
<b>7- Name of the course coordinator</b>
Dr. Saleh Majeed Al-Khazraji
<b>8- Course Objectives</b>
<p>1- To introduce the student to the concept of media language and the importance of practicing it in digital media</p> <p>2- Increasing the student's potential and raising his linguistic and cultural abilities that qualify him for media work.</p> <p>3- Culture, knowledge, awareness, and speaking the language of media are among the most important things that make a successful media professional. It helps him form a sound opinion that is acceptable to the public, and it also makes the digital media student confident in himself, regardless of the circumstances, place, and time.</p> <p>4- Media language equips the student with skills that enable him to perform his duties as required.</p> <p>5 - The skill of communicating with the community on social media platforms.no meetingYAnd public life through his knowledge of the characteristics and qualities of media language.</p>
<b>9- Teaching and learning strategies</b>
<p>1- Demonstrate professional responsibility at work by objectively drawing upon past historical experiences.no Providing practical, interactive value.</p> <p>2- Demonstrate the ability to think critically and constructively, and to solve problems by drawing on and benefiting from past experiences.</p> <p>3- The ability to work in groups, cooperate, and work as a team.</p>

#### 4- The ability to manage time effectively

#### 10- Course structure

Evaluation Method	Learning method	Unit name	Learning outcomes	Hours	Week
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Multiple concepts of language Contemporary.	The student should learn	2	1
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Media language... Concept and Functions	The student should recognize	2	2
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The impact of journalism on language renewal.	The student should understand	2	3
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Comparison between the language of science and media.	The student should explain	2	4
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	A practical application of media style	The student should explain	2	5
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Al-Muthanna	The student should be aware	2	6
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	masculine plural	<b>The student should know</b>		
Electronic, written, oral, and direct question tests	Delivering lectures and	The indeclinable	The student should recognize	2	8

	discussions in person				
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The shortened name	The student should realize	2	9
Electronic, written, oral, and direct question tests			Written test	<b>2</b>	<b>10</b>
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Incomplete name	The student should understand	<b>2</b>	<b>11</b>
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Feminine plural	The student should explain	2	12
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Practical applications	The student should explain	2	13
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	First semester exam		2	14

Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	The impact of media on renewalthe language	The student should explain	2	15
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the circumstances.	The impact of media on enriching the language	The student should know	2	16
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Standards that a journalist should adhere to, especially in the field of language..	The student should explain	2	17
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Subject and predicate.	The student should explain	2	18
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	"Kana and its sisters"	The student should explain	2	19
Electronic, written, oral, and direct question tests	Delivering lectures and	News language on	The student should realize	2	20

	discussions in person	radio and television			
	My presence		First Month Exam – Second Semester	2	21
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Rhetorical applications in media texts	The student should know	2	22
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	metaphor	The student should learn	2	23
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Semantics in media language	The student should realize	2	24
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Common linguistic errors in the media	The student should know	2	25
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	<b>Metaphor</b>	The student should learn	2	26
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	<b>Semantics in media language</b>	The student should realize	2	27

**Ninth: Course description template Media psychology**

Warith Al-Anbiya University	1. A For the educational institution
Advertising and Marketing Communications Department	2. Scientific Department / Center
Media psychology	3. Course Name/Code

mandatory	4. Available forms of attendance
M.M. Al-Hassan Naama Abdul Karim	5. Name of the course instructor
2025-2026	6. Semester/Year
30	7. Total number of study hours
12/15/2025	8. Date this description was prepared

9. Course outcomes, teaching and learning methods, and assessment

A- Cognitive objectives

A1-Define the concept of media psychology

A2- Recognizes the importance of media psychology

A3- Defines the functions of media psychology

A4- He recognizesAGoals of Media Psychology

B - The skills-related objectives of the course.

B1 – Acquiring experiences and skills in media psychology

B2 – To understand the role of media psychology in media institutions

B3 - The student acquires practical skillsandScientific knowledge that helps him to perform his duties as required

Teaching and learning methods

3- Scientific lecture method

4- The discussion method involves directing questions to the students and their participation in the lecture.

Assessment methods

Daily oral test

The test is short

Monthly test

Final exam

C- Affective and value-based objectives

A1- Demonstrate professional responsibility at work by drawing on past historical experiences

A2- Demonstrating the ability to think critically and constructively, and to solve problems by drawing on and benefiting from past experiences.

C3- The ability to work in groups and cooperate collectively

C4- The ability to manage time optimally

D - General and transferable skills(aOther skills related to employability and personal development).

D1- The student was able to become a successful media professional.

D2- The ability to learn independently

3- To possess realistic experiences with perceptual perceptions

D4- To develop reporting skills

10. Course structure					
Evaluation Method	Teaching method	Unit/Topic Name	Required learning outcomes	Hours	Week
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Media psychology and its relationship to other branches of psychology	The student should learn the concept of media psychology.	2	1
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Social psychology: its importance and objectives	The student should learn about the importance and goals of psychology.	2	2
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The nature and goals of sociology; the goals of psychology.	The student should understand the nature and goals of psychology.	2	3

Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The relationship between social psychology and media	The student shows  The relationship of social psychology to information	2	4
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Psychology of print media	To explain to the student the role of psychology in print media	2	5
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Psychology of audio-visual media	The student should understand the psychological importance of audio-visual media.	2	6
Electronic, written, oral, and	Delivering lectures and	Psychological effects of the internet	To show the psycholog	2	7

direct question tests	discussions in person		ical effectsFor the internet		
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The psychological effects of journalism	The student should be able to understand the psychological effects of journalism .	2	8
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Psychological and social characteristics of journalism	The student should understand the psychological and social characteristics of journalism .	2	9
Electronic, written, oral, and direct	Delivering lectures and discussions in person	The psychological structure and organization of	The student should be able to explain the	2	10

question tests		the media message	psychological structure of the media message.		
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Persuasion strategies	The student should be familiar with persuasion strategies.	2	11
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Persuasion in the media	The student explains persuasion in the media.	2	12
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Communication and interaction in social psychology	He explains to the student  Communication and interaction in media psychology	2	13

Electronic, written, oral, and direct question tests	Delivering lectures, review sessions, and discussions in person	The impact of media on shaping frameworks and beliefs	netAEnsure the student understands the material before the exam	2	14
First semester exam					15
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Social communication and interpersonal relationships	To show the student social communication and environmental relationships	2	16
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Sociological characteristics of the media audience	The student should be familiar with the sociological characteristics of media audiences	2	17

Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Language in Media Psychology	The student explains the language in media psychology.	2	18
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The influence and interaction between language and media	The student shows influence and being influenced between language and media	2	19
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Media and individual differences among audience members	The student should explain the media and individual differences among the audience.	2	20
Electronic, written, oral, and	Delivering lectures and discussions in person	Media and social relations	The student understands media	2	21

direct question tests			and social relations		
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Persuasive communication psychology: The psycho-social model	The student demonstrates the psychology of persuasive communication and the model.	2	22
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The concept of the public - its sociological characteristics, social differentiation, and social interaction	The student explains the concept of the audience and its sociological and social differentiation characteristics.	2	23
Electronic, written, oral, and direct	Delivering lectures and	Psychological pressures in media work – types and	The student should become	2	24

question tests	discussions in person	theories of psychological pressure	familiar with the psychological pressures in media work.		
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Indicators of media work stress	The student should be aware of the indicators of media work stress.	2	25
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Burnout among media professionals	It explains to the student the psychological manipulation employed by media professionals.	2	26
Electronic, written, oral, and direct	Delivering lectures and discussions in person	Leadership and management in social psychology	The student should demonstrate the	2	27

question tests			role of leadership .Administrative In the social media mind		
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Essential skills of a media leader (characteristics), His duties)	The student should understand the basic skills of a media leader.	2	28
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Comprehensive review	The student should explain all of the above quickly and clearly to retrieve the information.	2	29
Electronic, written,		Second month exam		2	30

oral, and direct question tests					
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11. Infrastructure	
no There is	1. Required textbooks
Dr. Hani Al-Jazzar - Media Psychology Introduction to Global Sociology Dr. Amal Dakkak and Dr. Ahmed Al-Safar	2. Main references (sources)

12. Curriculum development plan: Keeping pace with scientific advancements and utilizing modern methods in media studies; identifying weaknesses; applying the fundamental principles of Total Quality Management.

Tenth:Course description templateAcademicMedia editing
Course name:
<b>Digital media editing</b>
Course code:
DME
Chapter/Year:
2025 – 2026 Annual
Date the description was prepared:
29/12/2025

Available forms of attendance:	
My presence	
Total number of study hours / Total number of units	
90 hours / 2 units per semester	
Name of course coordinator:	
M.M. Hazem Fadel Abbas Abu Sakhr	Hazim.fa@uowa.edu.iq
Course objectives:	
Introducing students to the concept of digital media editing, its characteristics and functions in the digital environment.	.1
Distinguishing the main differences between traditional and digital media editing in terms of style, structure, platform requirements, and audience.!	.2
To enable students to understand the characteristics of digital media text in the contexts of advertising and digital marketing communication.	.3
Developing skills in writing short digital content and crafting clear and concise communication messages.	.4
Training students in editing headlines and writing accompanying texts for advertisements and digital publications in a way that achieves appeal and accuracy, as well as for other media.	.5
To equip students with practical application skills through the production of digital content models that are compatible with the nature of different platforms.	.6
Preparing students intellectually and in terms of skills To move on to later specialized courses in digital writing, advertising, and digital marketing	.7
Familiarity with field news coverage methods – understanding field work techniques and preparing photo reports.	.8
Analyzing news and media reports critically, evaluating news quality, and understanding its structure and editing.	.9
1. Teaching and learning strategies:	

1. Project-based learning – preparing written or visual news articles and reports as applied projects.

2. Experiential learning – writing, editing, and organizing field visits to media institutions.

3. Problem-based learning – analyzing complex news scenarios and verifying information.

4. Collaborative learning – working in teams to create newsletters, discuss daily news, and write advertising headlines.

5. Technology-based learning – using social media platforms and tools, and the Moodle platform

6. Self-learning and self-assessment – following and critically analyzing news and content while preparing personal portfolios.

7. Interactive and practice-based learning – training in editing and live event coverage.

8. Discussion-based learning – Studying controversial news and analyzing the impact of media (brainstorming)

## 2. Course structure:

### Chapter One

Evaluation Method	Teaching method	Unit or topic name	Required educational outcomes	Hours	Week
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<p>My theory only</p>	<p>Theoretical and practical lecture</p>	<p>The concept of digital media editing</p>	<p>1.knowledgeThe e concept of digital media editing  The relationship between the elements of the communicati on process and media editing  Stages of editing media material  The concept of news and its definitions  Understanding the nature of news reporting and becoming familiar with its various</p>	<p>3</p>	<p>01</p>
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			definitions in the media.		
My theory only	Theoretical and practical lecture	Characteristics and stages of media editing	The relationship between the elements of the communication process and media editing Stages of editing media material Characteristics of media editing		02
Discussion, presentation, analysis, and critique of the news bulletin	Theoretical and practical lecture	Stages of news development in the media	2. Stages of news development in the media – an analysis of the evolution of news throughout	3	03

			history and its role in traditional and digital media.		
Discussion and Visual presentation	Theoretic and practical lecture	Technical and professional advantages of news in the media compared	3. Technical and professional advantages of news in the media (comparison) – Comparison between the technical and professional characteristics of news in print journalism, radio and television.	3	04
discussion	Theoretic and practical lecture	The news in Radio and Television	To become familiar with the methods of presenting news in audio and visual	3	05

			media, and to understand the differences between them.		
Discussion and training activity	Theoretic al and practical lecture	Sources of radio and television news	Sources of radio and television news – Identifying radio and television news sources and evaluating their credibility.	3	06
A practical application of news	practical lecture	News values	News values Analyzing news values and their importance in news construction	3	07
discussion	Theoretic al and practical lecture	Templates and formats in news editing on media outlets	Distinguishin g between different editorial templates such as the	3	08

			inverted pyramid		
	Theoretic al and practical lecture	Specifications and elements of audio and video news.	Elements of audio and visual news Specifications and elements of audio and video news.		09

Practical applicatio n in the studio	practical lecture	The technical and artistic elements in radio and television news.	The technical and artistic elements in radio and television news – understanding the role of editing and audio-visual techniques in improving the quality of news.	3	10
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<p>practical application</p>	<p>practical lecture</p>	<p>The image in the television news report and practical applications and observations</p>	<p>The Image in Television News: Practical Applications and Observations – Analyzing the Role of the Image in News Conveying and Conducting Practical Applications</p>	<p>3</p>	<p>11</p>
<p>Discussion and training activity</p>	<p>Theoretic al and practical lecture</p>	<p>Introductions and openings in the news</p>	<p>Mastering the art of writing engaging and concise introduction s that capture attention</p>	<p>3</p>	<p>12</p>

			Attention of the listener and viewer.		
Discussion and training activity	Theoretic al and practical lecture	Characteristics of digital content	Characteristics of content on social media Applying the rule "from, What, when, where, why? And how to edit digital news	13	
Discussion and training activity	Theoretic al and practical lecture	Digital address and its function	Digital address (its concept and function) Types of digital addresses Text accompanying the image Text accompanying the video Writing a digital	3	14

			publication (Post / Caption) The appropriate length for digital text		
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First semester exam					15
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Chapter Two					
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Evaluation Method	Teaching method	Unit or topic name	Required educational outcomes	Hours	Week
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Theoretical discussion, presentation, analysis, and critique of the program.	Theoretical and practical lecture	Getting acquainted with the newsroom	Understanding the workings of newsrooms in radio, television, and news agencies, and the roles of editors and reporters within them.	3	0 1
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			Understanding the structure of a television newsroom and how to format video reports.		
Theoretical discussion, presentation, analysis, and critique of the program.	Theoretical and practical lecture	Reports and their types	what It is the report and what What is the difference between news and what are its types?	3	02
Theoretical discussion, presentation, analysis, and critique of the program.	Theoretical and practical lecture	Press and digital report	What is a print and digital news report, and how is it written and edited?	3	03
Theoretical discussion, presentation, analysis, and critique	Theoretical and practical lecture	TV report	What is a television report and how is it written and edited?	3	04

of the program.					
Theoretical discussion, presentation, analysis, and critique of the program.	Theoretical and practical lecture	Radio report	What is a radio report and how is it written and edited?	3	05
Discussion, presentation, analysis, and critique of the program	a lecture Theory and practice	Criticism and Analysis	Visual presentation For productions Students from the reports Television and its criticism	3	06
Discussion, presentation, analysis, and critique of the program	Theoretical and practical lecture	Digital Report	Digital Report	3	08
		Using artificial intelligence in writing news articles	Using artificial intelligence in writing, analyzing, and selecting		09

			headlines for news articles		
		Using artificial intelligence in writing news reports	Using artificial intelligence in writing, analyzing, and selecting headlines for news reports		08
Practical application in the studio	Theoretical and practical lecture	Attribution and documentation in news	6. Use reliable sources and documentation Information according to journalistic standards.	3	09
				3	07
Discussion and Visual presentation and exam	Theoretical and practical lecture	Practical applications and observations	8. Practical practice in preparing and evaluating field news and reports.	3	08
Discussion and	Theoretical and practical lecture	News paragraph	9. Analyzing the structure of the news and	3	09

Visual presentation		s and their parts (Introduction, Body, and Conclusion)	writing news in a professional style.		
discussion	Theoretical and practical lecture	The collection of links in the news article and its archived information	Using cross-links and archival information to enhance news content.	3	10
	Theoretical and practical lecture	Tools for detecting fake news and reports	Identifying fake content and the best tools for detecting fake news and reports		11
practical application	a lecture practical	Types of news coverage, observations, and practical applications	14. Distinguishing between types of news coverage such as live and	3	12

			analytical, with practical applications.		
Practical application in the studio	practical lecture	The technical and artistic elements in radio and television news.	12. The technical and artistic elements in radio and television news – understanding the role of editing and audio-visual techniques in improving the quality of news.	3	1 3
Practical application in the studio	practical lecture	Practical applications	Presentation and analysis of student projects		1 4
Second semester exam					1 5
3. Course Evaluation:					
<ul style="list-style-type: none"> <li>• Preparation and attendance Daily.</li> <li>• Daily, term, and final exams.</li> <li>• Participation, discussion, and asking questions within the classroom.</li> </ul>					

- Practical assignments and the preparation of reports, news articles, or research papers.

### 13. Sources of education and teaching:

<p>There is no prescribed textbook; lectures are conducted according to a set curriculum.</p>	<p>Required textbooks (methodology, if applicable)</p>
<p>1. News writing and editing under the supervision of Dr. Muhammad Al-Omar.</p> <p>Preparation and editing of radio and television news – Author: Dr. Abdul Latif Hamza.</p> <p>2. News in Radio and Television: Editing and Presentation – Author: Dr. Hassan Emad Makawi.</p> <p>3. News editing in the media – Author: Dr. Farid Ayoub.</p> <p>4. the news Farouk Abu Zeid</p> <p>5. <i>News writing and editing</i> Supervised by Dr. Mohammed Al-Omar.</p> <p><i>and others</i></p>	<p>Main references (sources)</p>

<ul style="list-style-type: none"><li>• The Arab Journal of Media and Communication.</li><li>• Journal of Mass Communication Research.</li><li>• Journal of Media Studies.</li></ul>	Recommended supporting books and references (scientific journals, reports)
<ul style="list-style-type: none"><li>•</li></ul>	

## 11- Course Evaluation

The grade out of 100 is distributed according to the tasks assigned to the student, such as daily preparation, daily oral exams, and monthly exams.

Editorial and reporting...etc.

(20 marks for the first semester) 10 theory and 10 practical

20 marks (for the second semester) 10 theory and 10 practical

60 marks on the final exam

## 12- Learning and teaching resources

Curriculum of the Ministry of Higher Education and Scientific Research

- BBC AcademyBBC Academy offers free courses in radio and television journalism.

- Al Jazeera Media Institute offers workshops and

Electronic references and websites

courses on news coverage and news writing.

- Coursera platform Courses ( – Courses in journalism and media from international universities.

Edraak platform – specialized courses in digital and broadcast media.

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