

Ministry of Higher Education and Scientific Research

Warith Al-Anbiya University (PBUH)

Faculty of Media



## Strategic plan for the Faculty of Media

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the introduction

Strategic planning is defined as the process that involves analyzing the current situation of any organization, with the aim of Achieving strategic goals; strategic planning can also be considered a long-term view of plans.

The details that must be put in place to achieve future goals, The meaning of planning is evident in thinking.

Looking ahead, we must consider the long term and answer several questions such as: Where will we go? And how will we go?

Where? And what resources do we have that enable us to achieve what we want??

Scientifically based planning is important for building institutions by motivating human resources.

The material and moral resources within it, and their utilization towards achieving the visions and goals of the institution according to a programmed and specific timetable.

This is achieved through genuine partnership with all affiliates and relevant parties, and through clear partnership mechanisms.

This plan was then approved and adhered to, in accordance with the directives of the higher authorities represented by the General Secretariat of the Holy Shrine of Imam Hussein.

The Holy Mosque, the University of the Prophets (peace be upon them), and the College of Media developed plans during the planned period, as the department...

The media is developing plans aimed at anticipating the future in developing the administrative and academic workflow within the department, according to

Scientific foundations for raising the academic and professional level of faculty members and students in the college

The department is divided into the required levels, providing support services for the academic process, student numbers, and raising their efficiency.

The college drew upon the scientific and professional aspects of digital media, and the extent to which the local market accepts graduates.

The media's strategic value depends on the expertise and competence of its faculty, and the College of Media adopts this approach.

A set of values forms the basis of his work, including diligence in performing his scientific mission with complete honesty and proficiency, and fairness in

Task distribution and integrity in the workplace, teamwork, transparency in performance and work, and documentation of reports.

The department's performance, its orientations, and its credible dissemination through the college's website and other channels, and answering all questions.

Inquiries were addressed without delay, and consultative sessions were held at the Faculty of Media, represented by members of the department council, which

He worked on finalizing the department's strategic plan, which included mechanisms and visions for the next five years.

Taking into account the department's origins, goals, and vision, and striving to enter global university rankings, and in implementation of

For these trends, a strategic plan was developed for the period from 2026 to 2031..

**First: An overview of the Faculty of Media**

The Digital Media Department was established by Ministerial Order No. 17206 on 10/17/2024.

The Digital Marketing and Advertising Communication Department, pursuant to Ministerial Order No. 17299 dated 20/8/2025,

In response to labor market needs, it accepts students who have graduated from preparatory school in the literary and scientific branches.

Commercial and related specialized institutes within the Technical Education Authority award the graduate a bachelor's degree.

In digital media, the specialization of digital media, advertising, and digital marketing communications is considered one of the

These are highly important specializations at the level of Iraqi, Arab, and international universities, and this specialization deals with

This discipline encompasses all aspects of modern digital media and communication sciences, and its core focus is on work.

Mastering digital graphic design skills, cloud computing, digital media editing, and principles

Communication and digital marketing, as its outputs are important inputs for media institutions in both the public and private sectors.

The private or public sector, located inside and outside Iraq, fulfills the mission of the university and college through

To provide students with scientific expertise in the field of digital media.

**Second: Vision, Mission, and Main Objectives**

**1. The vision** Striving to achieve local, Arab, and regional leadership in developing the digital media system to meet

To meet the requirements of sustainable development and the needs of the labor market.

**2. message:** Qualifying and preparing leaders equipped with technological knowledge and skills in managing media institutions

Digital, in line with the needs of the Iraqi, Arab and international labor markets.

**3. Main objectives** The department seeks to achieve its goals through the following:

➤ Graduating students equipped with the necessary technological knowledge, skills, and values in the field of digital media

Digital advertising and marketing communications to meet the demands of the labor market in local and Arab environments.

International.

Building a research identity and encouraging innovation and creativity to meet the requirements of sustainable development in the media environment.

And the marketing environment.

## Strategic plan for the Digital Media Department 2026-2031

- Promoting a culture of scientific research in accordance with sound and global research trends.
- Linking the department's program to the community through building effective community partnerships and initiatives.

### Third: Methodology for preparing the strategic plan

Strategic planning aims to set clear objectives based on the vision, mission, and goals of the departments and operations.

To achieve it within a specific timeframe, given the available human and financial resources, in order to reach the desired state.

Future-oriented, believing in the importance of planning and its vital role, the Digital Media and Advertising and Communication departments

Digital marketing, with the participation of stakeholders, is developing a long-term strategic plan for 2024-2031, led by the college.

From his current situation to what he aspires to achieve and what fulfills his future vision and general goals through

Optimal investment in strengths and available opportunities on the one hand, and overcoming weaknesses and threats on the other.

Other than ensuring that departments are moving in the right direction, the strategic plan generally depends

Based on the current situation - goal - path.

### Fourth: Internal and external environment analysis (SWOT analysis)

The following is an explanation of the strengths and weaknesses of the Faculty of Media.

#### 1. Strength factors

- The faculty members are qualified and have outstanding experience.
- The educational programs are diverse, varied, described, documented, and consistent with the educational program in my department.  
  
Digital Media, Advertising and Digital Marketing Communication at the College of Media - University of Dhi Qar.
- The organizational structure is appropriate, suitable, and based on community participation.
- A select group of faculty members at the college have obtained academic titles at the level of (Assistant Professor, Teacher, Assistant Teacher) and holders of PhD and Master's degrees.
- The leadership style is democratic and supports the mindset towards quality.

## 2. Weakness factors

- Weak English language skills among most of the department's instructors.
- Weakness of the level of students admitted from pre-university education (preparatory stage).
- The need for more financial allocations to purchase modern digital equipment in the field of digital media  
Such as computers, smart cameras, and in the field of advertising and digital marketing communication.

## Fifth: Opportunities and Policies

There are many opportunities available that the Faculty of Media seeks to exploit and achieve in the coming years:

1. In the field of education and learning, there is a variety of teaching methods such as self-learning and interactive learning.
2. Developing and enhancing the skills and capabilities of faculty members through the electronic educational revolution.
3. Increase engagement with institutions and the external community through communication via seminars and conferences within  
Iraq and beyond
4. Encouraging the publication of scientific research in international journals and participation in domestic and international conferences.
5. Increase scientific exchange with local and foreign universities and conclude bilateral cooperative agreements with other universities.
6. Developing policies and procedures that clarify how to deal with cases where performance deficiencies are identified.  
The student or inconsistency in the evaluation of their achievements, the reasons leading to such shortcomings and how to address them.
7. Establishing a policy for evaluating and reviewing the degree to which academic programs are implemented in equipping students with skills compatible with  
Good practice in the profession they will work in after graduation should include graduate surveys and data.  
Recruitment, employer opinions, subsequent graduate performance, and methods for preparing periodic reports on results.  
The calendar.
8. Designing forms for employers to assess the abilities and skills of department graduates who are employed.  
They have a mechanism for implementing this assessment.
9. Designing special forms to evaluate the skills that graduates acquired from their studies in the departments or college.  
And defining the implementation mechanism.

## Sixth: Challenges and threats

1. Limited number of jobs allocated by government institutions for graduates
2. The weakness of the private sector and, as a result, the limited employment opportunities for graduates.

## Seventh: Paths for implementing the strategic plan

1. **College vision:** A university-based scientific organization that combines education and training to enhance the scientific and professional competence of its members.

It takes into account the nature of reality and future aspirations by ensuring high quality and academic accreditation to contribute to improvement.

The department focuses on teaching and learning at different educational levels, striving to graduate distinguished professionals and conduct research.

Advanced applied science in various fields of digital media, advertising, and digital marketing communication.

Providing high-quality community services to develop the environment and keep pace with scientific progress.

2. **College message:** The Faculty of Media is committed to working with a scientific methodology and institutional work within clear plans.

To achieve lofty goals in the academic and training fields in accordance with quality assurance and accreditation requirements.

The academic, so that its outputs in the subject of digital media, advertising and digital marketing communication are more

Competitive and ambitious through acquiring knowledge, skills, and expertise, and committed to excellence in scientific research.

And implementing research projects that contribute to addressing the challenges facing Iraqi society.

3. **The values upon which the college is based** The Faculty of Media seeks to instill values and principles that are appropriate to its nature

Our society and developing the capabilities of its graduates to be able to be open, coexist, and communicate with society.

Understanding different cultures, encouraging innovation and creativity, and developing the ability to make ideal decisions in

The appropriate time, in accordance with the teachings of the Ahlulbayt (peace be upon them) and the directives of the religious authority.

The Supreme Council and the General Secretariat of the Holy Shrine of Imam Hussein are committed to promoting societal, educational, and research ethics.

Professionalism, as follows:

- Ensuring fairness, non-discrimination, and equality among all faculty members
- Ensuring equal educational opportunities for all students, regardless of their social status.
- Commitment to comprehensive quality standards in education, research and development.
- Guaranteeing freedom of opinion for faculty, education, and students.

- Cooperation and teamwork to accomplish all tasks.
- Credibility and transparency in decision-making in all aspects.

#### 4. College Objectives

- Preparing highly qualified and scientifically skilled human resources to perform media, advertising, communication, and marketing functions.  
And the design.
- Advancing scientific research to achieve scientific contributions in order to enrich human knowledge in the field of media  
And the announcement.
- Activating the developmental and pioneering role of departments in serving the community and contributing to solving its problems.
- Developing the role of departments as an educational institution in the field of specialized education and with competitive capabilities.
- To enhance the efficiency and effectiveness of scientific research in the college and to develop effective participation and cooperation with research institutions.  
In the local, regional and international community.
- To provide a university environment committed to sound religious, social, and moral values and principles, and characterized by justice.  
Equality and cooperation.
- Encouraging graduates of the college, specifically those in the Digital Media and Advertising & Communication departments, to pursue postgraduate studies.  
Digital marketing, especially the top performers among them.

#### **Eighth: The strategic goals and objectives of the College of Media**

The most important strategic goals that the Faculty of Media seeks to achieve can be summarized as

follows: **First goal:**

Improving the quality of teaching involves establishing mechanisms that facilitate the continuous participation of all faculty members in scientific activities that ensure they are aware of the latest developments in their field of specialization, so that they can help their students to be aware of these developments as well as policies and procedures that require the teaching methods used to reflect the learning outcomes that the department wishes to develop in its students, and that course and program descriptions clearly state the teaching methods used in teaching these courses and programs, the specialized knowledge acquired by the student, and the types of activities that the student undertakes to develop creative thinking skills, problem-solving abilities, social skills, responsibility, types of desired ethical behavior, language communication skills, mathematical skills, and computer use.

### Second goal:

Developing scientific research involves attracting distinguished scientific talents, encouraging the development of their scientific degrees, and preparing the scientific foundations for building courses, especially after the approval of an applied system in Iraqi universities in general, and new programs and their description in accordance with the requirements of the general framework of national qualifications prepared by the Scientific Supervision and Evaluation Authority in the Ministry of Higher Education and Scientific Research, which is used globally to accredit professional programs and the specifications or skills required in the graduate of these programs and other standards determined by international professional and specialized accreditation associations.

### Third goal:

- Enhancing the participation of the College of Media and its two departments, Digital Media and Advertising and Digital Marketing Communication, in serving Society and its development.
- Develop a documented and approved plan for community engagement.
- Raising the level of satisfaction among community

stakeholders **Fourth goal:**

- Supporting students and graduates.
- Establish clear and publicly announced policies for accepting, distributing, and transferring students.
- Develop a comprehensive annual plan for student activities.
- Creating a unit to serve and support graduates. **Ninth:**

### Mechanisms for disseminating the strategic plan

Organizing workshops on the importance of strategic planning in general and the strategic plan for the college and departments. In particular, its role in activating the teaching and learning process and the fundamental improvement of the department.

- Participation of community stakeholders in the implementation of activities.
- Publishing the college's strategic plan on its website.
- Continuous updating of the college's database, including accurate data on the elements of the education system.
- The plan is updated, reviewed, and approved. The plan is updated and reviewed whenever necessary.

