

School	
Major	Bachelor of Arts in Communication Arts - Advertising

General Education Requirements		
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Code	Title	Credits	Description
ENGL251	Communication Skills	3	Workplace Occupational Writing is an advanced interdisciplinary writing course emphasizing workplace and technical communication and editing appropriate to diverse professions. It incorporates practice and study of selected types of discourse employed in professional writing situations, preparing students for different systems of writing in their professional lives. Examples from the writing of workplace professionals are analyzed and used as models to demonstrate the transition from academic to professional writing.
ENGL201	Composition and Research Skills	3	This course builds upon the skills acquired in pre-requisite courses mainly ENGL 151 to further develop students' critical thinking and academic writing competencies. Students will read and respond to a variety of texts from different disciplines and produce a research paper using analytical and critical skills in response to texts.
CULT200	Introduction to Arab - Islamic Civilization	3	<p> This course provides an overview of the history, culture, and civilization of the Arab and Islamic world. It covers the early Islamic period, the rise of Islam, the expansion of the Islamic empire, and the cultural and intellectual achievements of the Islamic Golden Age. The course also explores the impact of Islam on the modern world and the role of Arab and Islamic civilization in the global context. </p>
CSCI200	Introduction to Computers	3	The course aims at making students competent in computer-related skills. It is supposed to develop basic computer interface knowledge by providing an overview of managing folders and files, opening a start menu, and hands-on practice on typical software applications such as Word, Excel, and PowerPoint. The student will learn how to use the new features of Microsoft Office 2017, mainly Word documents, Excel spreadsheets, and PowerPoint presentations. Moreover, the course aligns with the Cisco Networking Academy's Get Connected course, which helps students understand how to connect to the Internet.
ARAB200	Arabic Language and Literature	3	<p> This course focuses on the Arabic language and its literature. It covers the basic grammar and vocabulary of Arabic, as well as the history and development of the language. The course also explores the rich literary heritage of the Arab world, including classical and modern Arabic literature. Students will develop their reading and writing skills in Arabic and gain a deeper understanding of the cultural and historical context of the language. </p>

Major Requirements			
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ADVR370	Psychology of Advertising	3	The Psychology of Advertising course will study the theories of mass psychology and human collective behaviors. It will emphasize the psychological impressions and styles of advertising that carries the message to the consumers and caters to their emotions. This class will also cover the most controversial and long-standing issues concerning advertising and consumer socialization and the psychological effects of special selling techniques.
ADVR430	Advertising Storyboard	3	The Storyboard course is an advanced course about the creative process of storyboarding for film in general and for creative advertising particularly. It is about helping the students move the idea of the advertisement from concept, to script, to a sequential visual story, by drawing the main scenes with the adequate image composition. Students will explore the basic concepts of storyboarding by creating and reviewing storyboards. The concepts addressed will include: tools, methods and techniques, visual storytelling and narrative structure, shot composition, as well as character development.
ADVR348	Advertising Pitching	3	Advertising Pitching is focused on the art and pitching process of an advertising agency to a potential or existing client. The objective is to gain new businesses, to sell an idea or product and/or to present the client with a new communication plan. Pitching is about conveying and convincing.
ADVR495	Senior Study in Advertising	3	Senior Study in Advertising is a marketplace experience with the processes of fine-tuning a flood of ideas into a single advertising campaign pitch, and the translation of ideas into advertising reality. In this class, students are exposed to top-ranking creative professional visitors to present their philosophies, call for concepts and critique, to determine which idea should be taken to the finish and how to research, organize and write an advertising pitch. Senior students are exposed to the thinking of a variety of executive-level professionals and have the opportunity to work with them. Class continuity is maintained by a mentor who is present at all sessions to advice and critique.
ADVR410	Advertising & Sales Promotion	3	In the Advertising and Sales Promotion course, students will learn how sales promotions, one of the marketing tools of the promotional mix, are used to lift sales temporarily, by appealing to economic motives and emotional impulse-buying behaviors, determined by a careful Marketing Mix study. Students will also learn how to apply and advertise the diverse short term techniques of sales and promotion, aimed either at the consumer or at the distribution channel, in the form of sales-incentives, to introduce new products, build brand awareness, attract traffic and sales, create interest, and increase consumer demand. Creativity and business are equally important aspects of sales promotion that must follow a systematic planning approach to get the maximum value from their promotional spending.
ADVR485	Advertising Campaign Design	3	Advertising Campaign Design introduces students to the application of Marketing and Advertising principles and practices into the development of a Communication Strategy and an Integrated Advertising Campaign. Students will learn to build a comprehensive Advertising Strategy based on an efficient Marketing Mix and a creative marketable vision that will lead to the development of a fully Integrated Advertising Campaign. Multiple applications will be put to plan to serve a single unifying concept and diverse tactics will be implemented, targeting specific audiences at specific timings. The students will also team up to pitch a communication proposal for a client in an agency style presentation.
ADVR390	Branding and Corporate Identity	3	How do companies or people create compelling brand experiences? How could you cultivate a well perceived brand? Branding and Corporate Identity is an advanced design course with an emphasis on corporate brand identity development. Topics include how to build a trustworthy brand, image and logo development, marketing and advertising collateral, web branding, and broadcast advertising development, all portraying the same brand message. Attention is given to the creation of graphic standards.

ADVR420	New Media in advertising	3	New Media in Advertising helps students better understand the ever changing social media landscapes, so to create effective consumer-targeted advertising campaigns. The course will also teach students how strategize, plan and execute ads within the major social channels to generate full funnel results across.
ADVR350	Advertising Copywriting	3	Advertising Copywriting is an introduction to the basic elements of writing for advertising, focusing on concept creation and best practices for headlines, taglines and slogans. All ad assignments are based on creative strategies developed by the students. While English is the teaching language, Arabic slogans may be accepted depending on the project and its requirements.
ADVR460	Advertising Creativity	3	Advertising Creativity is an advanced course about the creative process of advertising. With the aim of broadening student knowledge and strengthening their background in advertising creativity, students will be exposed to several documentaries related to advertising creativity and many interviews of some important and successful figures of the advertising industry. Students will also learn a series of methods and tools that will aid them to move their creative ideas, to come up with successful advertising concepts and to build creative advertising campaigns, that will communicate effectively the benefit of the product/service to their audiences, using all types of media. These creative methods will be backed with a collection of successful international ads that will broaden the student's creative spectrum and creative advertising knowledge.

Core Requirements

Code	Title	Credits	Description
PREL300	Public Relations Principles & Concepts	3	Public Relations Principles and Concept introduces students to the basic principles of public relations. In this course, students will learn how to identify the main concepts and principles in the field of public relations, which will further be elaborated on, in subsequent courses. The course will also provide students with the knowledge to practice the basics of PR.
COMM300	Media Laws & Ethics	3	Media Laws and Ethics introduces students to the major legal, ethical and policy issues related to the media. This course will expose students to primary documents and cases as well as to methods of analysis. It will examine freedom of expression and the limitations imposed on such freedoms by statute and by common Law, and will provide students with the foundation necessary to make ethical decisions within their profession focusing on developing analysis techniques and applying them to ethical problems through independent critical thinking and moral sensitivity.
ADVR300	Advertising Theory & Practice	3	Advertising Theory and Practice provides a comprehensive overview on Advertising, its role in building a brand's image and brand equity, its diverse techniques used to influence people's mind by satisfying or creating consumers' needs, its communicational impact on society that keeps on generating trends as well as its persuasive force in increasing sales and encouraging consumers to make the purchase. Broad attention is given to key subjects such as advertising agency practices, branding, media planning, creative and marketing strategies.
COMM265	Performance Theory & Practice	3	Performance Theory and Practice introduces students to the ambiguity that lies in trying to define what "performance" as a discipline might mean, which makes this course very challenging. It is very essential to note that "performance" is not "theatre", without neglecting the fact that performing is a part of acting. The subject in action is not an actor; he is only experiencing a new "game" where others, as subjects (physical and emotional) are taking part in this game. What comes out of this "game" is what will mark the journey of each and every subject involved in this class. It is not a theatre course, but it involves character games, breathing techniques, mediation and a rough body work. And because the discipline is still "under construction" all around the world, the "game" is set between the students and the "facilitator." Hence, the facilitator i.e. the instructor is part of the game. It is all about a "behavior" in front of an audience.

COMM285	Theories of Perception	3	Theories of Perception is an introductory course on communication languages and perception modes in relation to the technology of image production. It is an investigation of the semiotics of representation and perception throughout different medium usage and major art and media movements. It also covers the development of image theories and representation toward the various elements of communication and throughout history in relation to technology as a major variable for the image production.
COMM220	Rhetoric & Persuasion	3	Rhetoric and Persuasion provides students with the foundation to understand the definition of key terms, offering a retrospective glance to the historical foundations of rhetoric and persuasion. It provides insights on important considerations of the persuasion on the social through rhetoric. It provides a model for professional practice focusing on developing skills in critical self-reflection, as well as professional persuasion.
COMM200	Introduction to Communication Studies	3	Introduction to Mass Communication introduces students to the central concepts of image theories in communication and the operation of the media industries. It is an introduction to the history, structure, process and social environment of each medium in the communication industry; an overview of the emerging technology in mass media and its social impact. It is a study of the development, principles and effects of Print, Public Relations, Advertising, Radio, TV, film and Computer/Online-Generated communication. Particular attention will be given to the study of different types of mass and interactive media and how they function in modern society. It reviews the historical and regulatory bases of the media along with their social implications.
ARTS350	Photography	3	Photography is addressed to all students who wish to learn about digital photography basics, eventually, how to use a digital camera and lenses. Students will learn terms and theory using manual techniques in a digital single lens reflex camera. This course involves the power of images through image language, composition and philosophy. It covers as well the use of the digital dark room for the enhancement of ideas, products and /or creative necessity. It leads students towards a deeper understanding of light, key value, equipment and camera controls
COMM225	Workshop	3	Workshop I is an entry-level course that will introduce students to the fundamentals of video making. Students will learn to use video and sound as an effective form of communication, and will learn how to successfully utilize those elements separately and simultaneously, to be able to transform an idea into a persuasive story.
GDES270	Design Software I	3	Design software 1 introduces students to aiding software for Graphic Design. Using the Adobe suite, Adobe Illustrator plays a significant role in graphic design. As a vector oriented software, illustrator opens a gateway of opportunities for a graphic designer to work with ease in implementing the essential work for print, web and other media. Adobe InDesign complements Illustrator at producing multiple page content instead of art boards and by that, playing an essential role at strengthening sense of layout and identity. Adobe Photoshop plays a major role in photo editing. Accompanied by Adobe illustrator, these 2 software manage to create most demanding projects especially that of print. The student will have the opportunity to learn and practice the essentials in these software. Keeping the sketchbook to bring up ideas to life, the designated software shall add ease and speed rather than the long timed labor of manual work.
COMM310	Research Methods in Communication Arts	3	Research Methods in Communication Arts introduces students to the essentials of conducting a research dealing with communication as a social science. Students will learn how to identify a problem, ask questions and find answers through systematic procedures from a Social Science perspective.

COMM320	Radio-TV Announcing	3	Radio/TV Announcing establishes the foundations to understand types of news and delivery techniques. It provides insights on important considerations for vocal ability. The course will expose and guide students to the techniques of delivering news texts when producing quality journalism. It will provide a model for professional anchoring focusing on developing skills in reading news with a self-ability to discover and correct errors in pronunciation.
COMM330	Media Planning & Audience Analysis	3	Media Planning and Audience Analysis introduces students to the cooperate today's landscape. Students will learn the social order instituted by modernity, the identity of organizations and the messages being communicated both externally and internally. Students will also learn the importance of audience demographics, psychographics, and product usage variables, which help to make creative media decisions in tune with the changing marketplace.
COMM400	Media Management	3	Media management introduces students to the business of media. It allows them to explore the uniqueness of information as a product, shedding the light on two perspective models, namely the market one and that of the public sphere. While the market aims at profits and the public sphere is concerned with public interest, facts, theories and articles related to these issues, are communicated to the students.
COMM205	Introduction to Western Civilization	3	Introduction to Western Civilization surveys Western civilizations from Greco-Roman times to the Modernity in the Late 18th and early 19th centuries. The course reviews the basic chronology of Western civilizations while focusing on the major events and problems of Western history including political, social, cultural, and economic developments. The course also emphasizes geography as it relates to Western history and some interpretive issues regarding major events and problems in Western civilizations.