Digital advertising Track

Course Title	Advertising Design Techniques	Course Code	DAD 300
pre-requisite	Credit Hours	Practical	Lecture
nothing	٣	٢	٢
Course description	This course helps the student understand the principles of design in various advertising fields, such as data and visual narration of information, and knowledge of the basic programs for developing contemporary visual communication skills. The course is interested in understanding the development of methods for displaying data design and knowing the concept of advertising design in various media such as the press, radio, television, public relations and marketing communications, learning about techniques for collecting information from its various sources, learning about techniques for documenting information and ways of presenting, exchanging and disseminating it, learning about design standards and their importance, in addition to studying How to create and process electronic editing technology for advertising material (whether print or electronic media fields), electronic packaging techniques, whether printed or electronic.		

Course Title	Interactive Advertising	Course Code	DAD 301
pre-requisite	Credit Hours	Practical	Lecture
nothing	٣	٢	٢
Course description	This course is crystallized by teaching the student the processes of producing interactive advertising and the advertising strategies and methods used in them. This course also includes four sub-courses within its framework, and each sub-course focuses primarily on the design and production of advertising for each interactive advertising method, as interactive advertising is an advanced type of regular traditional advertising and is superior to traditional advertising in efficiency and impact on the consumer segment. It can also be Interactive advertising is more relevant to individuals by creating individual profiles to provide the types of ads that are most important to them.		

Course Title	Trademark Management	Course Code	DAD 400
pre-requisite	Credit Hours	Practical	Lecture
nothing	٣	٢	٢
Course description	This course includes helping the student to have a deep understanding of what is called brand management and the cherished position of the product and focusing on the best modern strategies and tools used by the most prominent practitioners and marketers in the world of communication and media. The student also learns how to develop and implement so-called integrated programs to enhance the brand.		

Course Title	Digital Advertising Production	Course Code	DAD 401
pre-requisite	**Credit Hours**	**Practical**	**Lecture**
nothing	٣	٢	٢
Course description	This course provides the student with information and knowledge that will enable them to understand digital advertising, understand digital technology in the advertising environment, the effectiveness of the design and virtual advertising environment in digital advertising, the stages of digital advertising production, its elements, the necessary tools in the production process, and the rules for depicting the advertising product in interactive advertising. Characteristics of digital advertising, and production of digital advertising on smart phone applications.		

Course Title	Advertising on digital platforms	Course Code	DAD 402
pre-requisite	**Credit Hours**	**Practical**	**Lecture**
nothing	٣	٢	٢
Course description	This course provides the student with the information and knowledge that enable them to understand digital electronic advertising scientifically and practice it practically. It also provides the student with the knowledge and skills necessary for digital advertising writing, the ability to deal with various information sources and databases, and the ability to innovate, design, and produce digital electronic advertising materials through various means. : Facebook, YouTube, ...		

Course Title	Graduation projects	Course Code	DAD 403
pre-requisite	**Credit Hours**	**Practical**	**Lecture**
nothing	٣	٦	-
Course description	In this course, male and female students are divided into groups, and each group plans a project for a digital advertising product using Internet media, whether production or service. The student practices practical applications in the field of producing an effective communication program in the field of digital advertising via the Internet, considering the above. Its study in various advertising courses in terms of the marketing mix that includes promotion, pricing, product, and distribution.		