

## Marketing Communications Division

<b>Course Title</b>	Marketing communication Laboratory	<b>Course Code</b>	MC(300)
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	۳	۶	-
<b>Course description</b>	The student practices practical applications in the field of producing an effective communication program in the field of marketing communications, in light of what has been studied in various marketing communications courses in terms of the marketing mix that includes promotion, pricing, product, and distribution.		

<b>Course Title</b>	Integrated marketing communications	<b>Course Code</b>	MC (301)
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	۳	۲	۲
<b>Course description</b>	This course is based on studying the integrated marketing communications process in its modern sense, including integrated coordination between the activities of advertising, publishing, personal selling, public relations, direct marketing, and means of stimulating sales in an integrated framework... including planning and organizing these activities and evaluating their effectiveness.		

<b>Course Title</b>	Marketing and media strategies	<b>Course Code</b>	MC (302)
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	۳	۲	۲
<b>Course description</b>	This course aims to introduce the student to the nature and importance of administrative strategy in general and marketing strategy in particular in terms of types and areas of marketing strategies, and to introduce how to formulate, design and choose the marketing strategy, especially competition strategies, branding and market division.		

<b>Course Title</b>	Production of advertising campaigns	<b>Course Code</b>	MC (303)
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	۳	۲	۲
<b>Course description</b>	In this course, the student studies advertising theories and the foundations and methods used in advertising campaigns. This is done in the classroom, and this is also tested and refined in the real work environment. Male and female students also form an advertising team, and the members of this team are formed to carry out the following roles: the executive responsible		

	for the advertising agency accounts, the one responsible for choosing the appropriate media outlet for the advertisement, the advertisement writer, the art director, the videographer, and the producer. This work team undertakes an actual production task through which it analyzes the communication problem, develops a business strategy, and prepares and produces integrated marketing communication campaigns.
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<b>Course Title</b>	Field training	<b>Course Code</b>	MC (307)
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	١١	٢٢	-
<b>Course description</b>	This course aims to provide the student with the opportunity to apply the information, ideas, and theoretical concepts he has learned in a practical application, and to provide him with communication and media work skills, and to practice multiple communication and media jobs inside and outside the institution, and to prepare the student to go out to practical life and link the theoretical framework to the field of work.		

<b>Course Title</b>	Market research	<b>Course Code</b>	MC (304)
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	٣	٢	٢
<b>Course description</b>	This course aims to introduce the student to the nature of market research and its importance for making marketing decisions and to provide him with a theoretical framework for the scientific market research process, in addition to introducing the student to the tools used in collecting, analyzing and interpreting data. It also aims to introduce the student to the measurement process in market research and methods of collecting marketing data. It also aims to provide the student with Skills for conducting market research. It also aims to introduce research into developing goods and services and product innovation research.		

<b>Course Title</b>	Feasibility study	<b>Course Code</b>	MC (305)
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	٣	٢	٢
<b>Course description</b>	In this course, the student studies the concept, importance, and components of the feasibility study. The student also learns about the economic, technical, and marketing feasibility study. The student also learns the economic and national feasibility of projects, while gaining role models for participating within teams preparing economic feasibility studies for various projects.		

<b>Course Title</b>	Advertising design and production	<b>Course Code</b>	MC (306)
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	۳	۲	۲
<b>Course description</b>	In this course, the student learns the processes of advertising production and the 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 media outlet. There is print advertising for newspapers and magazines, there is advertising for television, advertising for radio stations, and advertising on the Internet.		

<b>Course Title</b>	Tourism and hotel marketing	<b>Course Code</b>	MC(400)
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	۳	۲	۲
<b>Course description</b>	This course aims to provide the student with the necessary skills to apply marketing concepts in the field of tourism, by learning about the concept and nature of tourism service and its characteristics, the tourism marketing environment, and the anatomy of tourism markets and how to plan them. In addition to the decisions of the tourism marketing mix and the dimensions and areas of tourism marketing.		

<b>Course Title</b>	Graduation Project	<b>Course Code</b>	MC (401)
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	۶	۱۲	-
<b>Course description</b>	Male and female students are divided into groups under the supervision of the department administration. Each group plans the project and then the group members complete all the necessary steps to produce the project for electronic media, such as collecting, editing, discussing, and designing its pages and producing the media material.		

<b>Course Title</b>	Advertising agencies	<b>Course Code</b>	PR (403)
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	۳	۲	۲
<b>Course description</b>	The concept of advertising agencies, their origin and development, the tasks and functions of the advertising agency, the advertising agency as a producer and mediator, advertising production and marketing, the rules regulating the work of advertising agencies, codes of honor for advertising, the challenges facing advertising agencies and advertising production (political - economic - social - cultural), advertising agencies In capitalist and developing societies.		

<b>Course Title</b>	Sales and sales activation	<b>Course Code</b>	MC (404)
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	३	२	२
<b>Course description</b>	This course deals with the concept of personal selling, its importance, goals, functions, advantages and disadvantages of personal selling. This course also deals with salesmen, their duties and characteristics, how to evaluate salesmen and the steps of the sales process. This course deals with the concept of sales activation, its importance, goals and functions, and emphasizes the importance of sales activation and its major role in influencing the consumer's purchasing decision and enabling the student to deal with sales activation tools and plan them in a way that suits the market sector.		

<b>Course Title</b>	Contemporary Topics in Marketing	<b>Course Code</b>	MC (405)
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	३	२	२
<b>Course description</b>	The course discusses several contemporary marketing topics that are of interest to marketing researchers and managers at the time the course is offered. The course provides the opportunity for students to evaluate the effects of contemporary developments in both marketing thought and practice on marketing strategies and programs in businesses. The course includes a mixture of lectures, discussions, readings, exercises, assignments, a critical review of the literature, and inviting some researchers and marketing managers in business establishments to present the results of their recent research and their experience in the field of marketing to the students and discuss them with them. The course topics may vary from one semester to another.		

<b>Course Title</b>	International marketing	<b>Course Code</b>	MC (406)
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	३	२	२
<b>Course description</b>	This course focuses on the most important issues related to international marketing management, including the decisions taken by international managers when determining marketing planning policies, the marketing mix, and organizing and controlling international marketing operations in a global business environment characterized by continuous change and complexity.		