

## Social Platforms Track

<b>Course Title</b>	Program Production for Digital Platforms	<b>Course Code</b>	SMP 300
<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 student learns about the types and rules of writing for digital platforms and the most prominent types and sources of digital content. The student applies advanced research skills. The student uses the science of search engine optimization, learns the map of visits to websites, writes for digital platforms according to digital personality and behavior, the most prominent types and sources of content, methods and rules for recycling content, intellectual property rights for creative content, and how to improve search engines.		

<b>Course Title</b>	Podcast for Digital Platforms	<b>Course Code</b>	SMP 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>	The student learns about the concept of podcasting and podcasting platforms and how and how they work. The student identifies the foundations of writing digital audio content, the skills that must be available in podcasting, and the most important tools used in producing podcasts. The student identifies the ethics and laws of protecting intellectual property and quoting digital audio content. The student produces a suitable podcast. For publishing across digital platforms, podcast specifications and the most important digital audio content editing applications such as the Odyssey application, intellectual property protection laws and problems of quoting digital audio content, displaying and analyzing samples of podcasts, and the most important podcast applications.		

<b>Course Title</b>	Advanced Directing and Editing	<b>Course Code</b>	SMP 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 discusses the types of montage, the vocabulary of the montage language, the types of shots and cuts and their meaning in montage. It also discusses the techniques and rules of montage, color correction and the color effect of shots, and the basics of writing a story board, in addition to the principles and basics of directing, the director and his creative tools, and filtering and preparing sound for an audio recording. And training students on different types of modern editing programs.		

<b>Course Title</b>	Social media skills	<b>Course Code</b>	SMP 401
<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 the skills and basics of social media networks and how they can be used to interact with the public. The course addresses the roles played by different social media channels and how interaction differs between these channels. Identifying and targeting the appropriate audience groups, and the tools available to do so in addition to looking at how to ensure different social media platforms along with some top tips for some of the largest social media channels.		

<b>Course Title</b>	Artificial intelligence application in digital Platforms	<b>Course Code</b>	SMP 402
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	3	۲	۲
<b>Course description</b>	This course aims to learn about the definition and types of artificial intelligence, the uses of artificial intelligence in social media platforms, the modern tools and techniques used in the field of artificial intelligence, the role of artificial intelligence applications in analyzing data and statistics on social media platforms, as well as the use of artificial intelligence in customizing and improving the user experience. On social media platforms, and applications of artificial intelligence in advertising and digital marketing on social media platforms. The student studies artificial intelligence algorithms and the ethics of content on social media platforms		

<b>Course Title</b>	Graduation projects	<b>Course Code</b>	SMP 403
<b>pre-requisite</b>	<b>Credit Hours</b>	<b>Practical</b>	<b>Lecture</b>
<b>nothing</b>	۳	۶	-
<b>Course description</b>	The male and female students are divided into groups under the supervision of the department administration, and each group plans the project in television journalism, including all the arts and types of television journalism. The group members complete all the steps necessary to produce the project, such as collecting the media material, editing it, photographing it, conducting its own montage, and directing it.		