



Advertising (ADVR)

First Year

Fall Semester

| Code | Title | Credits | Prerequisites | Corequisites |
|---------|---------------------------------------|---------|---------------|--------------|
| CSCI200 | Introduction to Computers | 3 | ENGL051 | |
| COMM220 | Rhetoric & Persuasion | 3 | ENGL151 | |
| ENGL201 | Composition and Research Skills | 3 | ENGL151 | |
| COMM200 | Introduction to Communication Studies | 3 | ENGL101 | |
| COMM225 | Workshop | 3 | ENGL101 | |
| ARAB200 | Arabic Language and Literature | 3 | | |
| Total | | 18 | | |

Spring Semester

| Code | Title | Credits | Prerequisites | Corequisites |
|---------|-------------------------------|---------|-------------------|--------------|
| GDES270 | Design Software I | 3 | CSCI200 | |
| COMM265 | Performance Theory & Practice | 3 | COMM200 | |
| COMM285 | Theories of Perception | 3 | ENGL151 - COMM200 | |
| | Elective | 3 | | |
| | Elective | 3 | | |
| ENGL251 | Communication Skills | 3 | ENGL201 | |
| Total | | 18 | | |

Second Year

Fall Semester

| Code | Title | Credits | Prerequisites | Corequisites |
|---------|---|---------|-------------------|--------------|
| | Elective | 3 | | |
| COMM320 | Radio-TV Announcing | 3 | COMM200 - ARAB200 | |
| COMM310 | Research Methods in Communication Arts | 3 | COMM285 | |
| COMM205 | Introduction to Western Civilization | 3 | ENGL151 - COMM200 | |
| ADVR300 | Advertising Theory & Practice | 3 | COMM285 - BMKT300 | |
| CULT200 | Introduction to Arab - Islamic Civilization | 3 | | |
| Total | | 18 | | |

Spring Semester

| Code | Title | Credits | Prerequisites | Corequisites |
|---------|------------------------------------|---------|-------------------|--------------|
| ARTS350 | Photography | 3 | ENGL151 | |
| ADVR350 | Advertising Copywriting | 3 | BMKT300 - ADVR300 | |
| COMM330 | Media Planning & Audience Analysis | 3 | COMM285 | |
| COMM300 | Media Laws & Ethics | 3 | COMM285 | |
| ADVR348 | Advertising Pitching | 3 | ADVR300 | |
| ADVR370 | Psychology of Advertising | 3 | ADVR300 | |
| Total | | 18 | | |

Third Year

Fall Semester

| Code | Title | Credits | Prerequisites | Corequisites |
|---------|-------------------------------|---------|-------------------|--------------|
| COMM400 | Media Management | 3 | COMM285 - COMM330 | |
| ADVR410 | Advertising & Sales Promotion | 3 | BMKT300 - ADVR370 | |
| ADVR400 | Global Advertising | 3 | ADVR300 | |

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|---------|--|----|---------|--|
| | Elective | 3 | | |
| ADVR390 | Branding and Corporate Identity | 3 | ADVR350 | |
| PREL300 | Public Relations Principles & Concepts | 3 | COMM200 | |
| Total | | 18 | | |

Spring Semester

| Code | Title | Credits | Prerequisites | Corequisites |
|---------|-----------------------------|---------|-------------------|--------------|
| ADVR430 | Advertising Storyboard | 3 | ADVR348 - ADVR370 | |
| | Elective | 3 | | |
| ADVR495 | Senior Study in Advertising | 3 | ADVR410 | |
| | Elective | 3 | | |
| ADVR485 | Advertising Campaign Design | 3 | ADVR350 - ADVR370 | |
| ADVR460 | Advertising Creativity | 3 | ADVR370 | |
| Total | | 18 | | |

Major Elective Courses

| Code | Title | Credits | Prerequisites | Corequisites |
|---------|---|---------|---------------------------------------|--------------|
| ADVR470 | Advertising Workshop | 3 | | |
| ARTS200 | Foundation Drawing I | 3 | ENGL051 | |
| ARTS205 | Geometry for the Studio | 3 | | |
| ARTS210 | Color Theory - Painting | 3 | ENGL051 | |
| ARTS250 | Foundation Drawing II | 3 | ENGL051 - ARTS200 | |
| ARTS260 | Design Fundamentals - 2D | 3 | ENGL051 | |
| ARTS270 | Design Fundamentals - 3D | 3 | ARTS200 - ENGL051 - ENGL101 - ARTS260 | |
| ARTS280 | History of Ancient Art | 3 | ENGL051 - ENGL101 - ENGL151 | |
| ARTS320 | Rendering and Perspective Techniques | 3 | ARTS210 - ENGL051 - ARTS200 | |
| ARTS330 | History of Modern Art | 3 | ENGL051 - ENGL101 - ENGL151 | |
| BMKT300 | Marketing Theory and Principles | 3 | | ENGL201 |
| COMM325 | Animation Software | 3 | RATV230 | |
| JORN200 | News Writing & Reporting | 3 | ENGL201 - COMM200 | |
| JORN285 | Travel Journalism | 3 | COMM200 | |
| JORN370 | Arabic News Writing & Reporting | 3 | JORN200 - ARAB200 | |
| JORN375 | Journalism Workshop | 3 | JORN370 | |
| JORN380 | Web Journalism | 3 | JORN200 | |
| JORN385 | Citizen Journalism | 3 | COMM200 | |
| JORN400 | Newspaper & Magazine Writing & Production | 3 | JORN375 - JORN370 | |
| JORN440 | Reporting of Public Affairs | 3 | RATV370 - JORN380 | |
| PREL360 | Public Relations Practice & Analysis | 3 | PREL300 | |
| PREL375 | Specialized Writing in Public Relations | 3 | PREL300 | |
| PREL380 | Communication Tools in Public Relations | 3 | PREL360 | |
| PREL390 | Public Relations & Advertising | 3 | | |
| PREL415 | Public Relations and Marketing | 3 | PREL360 | |
| PREL430 | Public Relations Campaign | 3 | PREL360 | |
| PREL445 | Critical Inquiry & Public Relations | 3 | PREL360 | |
| PREL480 | Public affairs and Public Relations | 3 | PREL300 | |
| RATV230 | Radio-TV Workshop II | 3 | COMM225 | |
| RATV315 | Television Production | 3 | RATV230 | |
| RATV316 | Mobile Media | 3 | | |
| RATV370 | Writing for Radio and TV | 3 | COMM285 - COMM320 | |
| RATV425 | TV Directing | 3 | RATV315 | |

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|---------|--------------------------------------|---|--------------------------------|--|
| RATV430 | Radio Production | 3 | COMM285 - RATV230 | |
| RATV435 | Radio-TV News | 3 | RATV370 | |
| RTVF330 | Fundamentals of Makeup Artistry | 3 | | |
| RTVF340 | Script Writing | 3 | COMM225 - ENGL251 - COMM200 | |
| RTVF400 | Talk Show | 3 | RATV315 | |
| RTVF410 | Art of Film | 3 | COMM285 | |
| RTVF425 | Documentary Making | 3 | ENGL201 - COMM225 | |
| RTVF440 | Music Production | 3 | | |
| RTVF493 | Video Pre Production | 3 | | |
| RTVF494 | Video Production and Post Production | 3 | COMM225 | |