

## قالب موحد لإعداد اللوائح والبيانات الأكاديمية باللغة الإنجليزية

لبرنامج البكالوريوس/ والدراسات العليا

الغرض من هذا القالب: توحيد البيانات المطلوبة في كافة البرامج العلمية لإتاحتها تمهيداً للمراجعة والنشر على الموقع الإلكتروني للكلية ومشاركتها مع الشركاء الدوليين.

### إرشادات عامة للتعبئة

- يرجى استكمال جميع البيانات باللغة الإنجليزية، مع الالتزام بما ورد في اللائحة الأكاديمية المعتمدة
- يرجى مراجعة الصياغة الإنجليزية قبل إرسالها إلى وحدة العلاقات الدولية ولجنة النشر على الموقع الإلكتروني.
- يرجى تسليم الملف بصيغتي Word + PDF.

### أولاً: بيانات القسم والبرنامج

Department Name in English	Public Relations and Advertising
Program Name in English	Master of Marketing Communications and Advertising
Program Level	Postgraduate
Name of the Head of Department / Program Coordinator in English	Dr. Mahitab Gamal Dr.Nouran Abdelrahman
Department Contact Email	
Date of Last Data Update	

### ثانياً: وصف البرنامج باللغة الإنجليزية

يرجى كتابة فقرة واحدة باللغة الإنجليزية توضح طبيعة البرنامج، أهدافه العامة، ومخرجاته التعليمية المتوقعة

<p>The Master's Program in Marketing Communications and Advertising is a credit-hour-based program designed to provide students with advanced knowledge and research skills in marketing, advertising, and contemporary media environments. The program covers both quantitative and qualitative research methods, theoretical and methodological trends, integrated marketing communications, digital consumer behavior, visual identity, green marketing, and the applications of artificial intelligence in marketing. It aims to equip students with the ability to analyze marketing environments, evaluate advertising strategies and campaigns, and understand their psychological and social impacts on consumers. Graduates are expected to develop strong analytical, research, and strategic skills, enabling them to design effective marketing and communication solutions and contribute to academic and professional fields.</p>
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### ثالثاً: بيانات الساعات والمدة

Total Credits	(33) hours divided into (24) hours of coursework and (9) hours allocated to the thesis.
Credits per Year	24 hours
Duration	1 year
Study System / Academic Levels	credit-hour system

## رابعاً: متطلبات الدراسة في البرنامج

يوضح هذا الجدول توزيع الساعات المعتمدة أو المقررات المطلوبة لاستكمال البرنامج وفقاً للائحة المعتمدة

Course Name	Credit hours
Quantitative Research Methods and Statistical Analysis (Program Core)	3
Qualitative Research Methods (Program Core)	3
Contemporary Media Environment (Program Core)	3
Theoretical and Methodological Trends in Marketing and Advertising Research (Department Core)	3
Media Readings in Marketing and Advertising Research (Department Core)	3
Thesis	9

## خامساً: لائحة المقررات باللغة الإنجليزية

يرجى إدراج جميع المقررات، مع الأكواد والوصف المختصر وطبيعة المقرر. يمكن إضافة صفوف حسب الحاجة

Course Code	Course Title in English	Brief Course Description	Course Type	Credits
Com601	Quantitative Research Methods and Statistical Analysis	The course aims to familiarize students with the stages of scientific research, its methodologies, and tools. It focuses on developing an understanding of quantitative research and how it differs from other research types, while introducing its stages, tools, and supporting statistical software. The course also trains students to properly apply quantitative research methods to various media phenomena and to master the writing of quantitative research, including hypothesis testing, presenting results, and providing analysis and interpretation.	Compulsory	3
Com602	Qualitative Research Methods	The course aims to introduce and discuss the concept of qualitative research, while comparing its different types such as case studies and qualitative content analysis. It focuses on applying various data collection tools, including in-depth interviews, focus groups, and discourse analysis, and develops students' ability to analyze and interpret the results of qualitative research.	Compulsory	3
Com603	Contemporary Media Environment	The course introduces students to the contemporary media environment, its key components, and major challenges. It develops understanding of media systems across cultural contexts, with a focus on the Arab region and Egypt, highlighting risks, transformations, and the interaction between traditional and digital media, including social networks.	Compulsory	3

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MCAD604	Theoretical and Methodological Trends in Marketing and Advertising Research	The course aims to clarify key theoretical trends in marketing and advertising, while introducing essential concepts and variables such as direct marketing and promotional activities. It focuses on developing students' ability to measure and evaluate advertising campaigns and understand their psychological and social impacts on consumers. Additionally, the course equips students with the skills to design scientific measurement scales and to identify and construct appropriate data collection tools for marketing and advertising research.	Compulsory	3
MCAD605	Media Readings in Marketing and Advertising Research (in English)	The course aims to introduce students to integrated strategies at the level of advertising messages and media, while exploring research findings on the use of artificial intelligence in marketing across different products. It also focuses on analyzing marketing environment variables in the digital space and examining recent trends in integrated marketing communications studies, with an emphasis on applying these approaches to goods and services.	Compulsory	3
MCAD606	Applications of Artificial Intelligence in Marketing and Advertising	Upon completion of this course, students will be able to acquire essential knowledge and research skills related to the use of artificial intelligence in marketing and advertising. They will understand current trends and applications of AI technologies in the field, compare the effectiveness of AI-driven marketing and advertising strategies and their impact on consumer behavior, and demonstrate familiarity with the theoretical foundations and conceptual approaches of AI in marketing. Additionally, students will be able to identify and develop strategies for applying artificial intelligence in marketing and advertising contexts.	Elective	3
MCAD607	Green Marketing	The course aims to introduce the concept of green marketing and the elements of the green marketing mix. It focuses on analyzing research findings on the effectiveness of green marketing for organizations and the factors influencing it. The course also enables students to propose research topics in this field and familiarizes them with the theoretical models and frameworks used in green marketing studies.	Elective	3
MCAD608	Visual Identity in Marketing and Advertising	The course aims to introduce the key elements of visual identity required for companies and to analyze the main principles used in designing effective visual identities. It also focuses on examining the impact of	Elective	3

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		developing visual identities on the success or failure of companies in the market.		
MCAD609	Critical Readings in Integrated Marketing Communications Research	The course aims to introduce strategies for integrating advertising messages and media channels, while exploring research findings on the use of artificial intelligence in marketing across different products. It also focuses on analyzing marketing environment variables in the digital space and examining recent trends in integrated marketing communications, with an emphasis on applying these approaches to goods and services.	Elective	3
MCAD610	Consumer Behavior in the Digital Environment	The course aims to introduce explanatory models of the factors influencing digital consumer behavior in online environments. It focuses on distinguishing between marketing strategies used to influence consumer behavior in the digital space, evaluating the impact of digital advertising campaigns, and analyzing research findings related to digital consumer behavior.	Elective	3

### سادساً: قائمة مراجعة قبل الإرسال :

- تمت كتابة اسم البرنامج باللغة الإنجليزية كما يرد في اللائحة المعتمدة
- تمت إضافة وصف موجز للبرنامج باللغة الإنجليزية
- تم توضيح عدد السنوات الدراسية وعدد الساعات المعتمدة
- تمت إضافة بيانات التواصل الأكاديمي لرئيس القسم أو منسق البرنامج
- تمت إضافة لائحة المقررات مع الأكواد والوصف وطبيعة كل مقرر
- تم توضيح متطلبات الدراسة وتوزيع الساعات في البرنامج
- تمت مراجعة واعتماد الملف من الإرشاد الأكاديمي قبل الإرسال

د. نجلاء حامد

مديرة الإرشاد الأكاديمي