

لبرامج 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	Marketing Communications and Advertising
Program Name in English	PhD
Program Level	Post graduate
Name of the Head of Department / Program Coordinator in English	
Department Contact Email	
Date of Last Data Update	27/4/2024

ثانياً: وصف البرنامج باللغة الإنجليزية

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

PhD in Marketing Communications and Advertising is an advanced academic program that explores integrated marketing strategies, consumer behavior, and persuasive communication. It develops strong research and analytical skills to evaluate advertising effectiveness and digital marketing trends. Graduates are prepared for careers in academia, strategic planning, and leadership roles within the marketing and advertising industry.

ثالثاً: بيانات الساعات والمدة

Total Credits	57
Credits per Year	24 for first year, 15 for second year, 18 for Thesis
Duration	"The minimum period to complete the qualifying courses is four semesters, and the maximum is seven semesters."
Study System / Academic Levels	Credit hours

رابعاً: متطلبات الدراسة في البرنامج

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

Component / Requirement	Required Credits
Core: Research Methods (Advanced)	3
Core: Advanced studies in statistical processing methods such as (SPSS, NVIVO)	3
Core: Communication Theories (Advanced)	3

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Core: 2 Courses outside the major, such as (political science, Economics).	3 for each course
Core: Theoretical and Methodological Trends in Digital Marketing and Advertising (Advanced)	3
Core: Advanced Studies in Brand Management	3
Core: Research on measuring the effectiveness of advertising campaigns.	3
Thesis	18

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
COM701	Research Methods (Advanced)	The general objectives of the course are to introduce students to various inductive research designs, as well as quantitative and qualitative methods and their applications. The course also aims to develop advanced critical appraisal skills of research methodologies and designs, and to explain the usefulness of different research designs in addressing specific research questions.	Compulsory	3
COM702	Advanced studies in statistical processing methods such as (SPSS, NVIVO)	The general objectives of the course are to study different statistical methods and to familiarize students with statistical software programs such as SPSS and NVivo. The course also aims to develop the ability to apply various statistical methods in hypothesis testing, as well as to enhance skills in data entry, analysis, and the extraction of results.	Compulsory	3
COM703	Communication Theories (Advanced)	The general objectives of the course are to become familiar with various communication theories, examine advanced theories in digital media and visual analysis, and explore advanced theories related to artificial intelligence. The course also aims to analyze advanced theories in crisis communication and investigate advanced theories of media influence and interaction.	Compulsory	3
COM 704, COM705	2 Courses outside the major, such as (political science, Economics).	The general objectives of the course are to develop a critical understanding of political systems and economic structures and their influence on marketing communications, advertising policies, and regulatory environments. The course also aims to analyze the interaction between public policy and	Compulsory	3(for each course)

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		<p>market dynamics and how this interaction shapes advertising strategies in both commercial and non-profit contexts. In addition, it seeks to evaluate the impact of political ideologies and economic theories on consumer behavior, media systems, and persuasive communication practices, as well as to enhance the ability to assess the role of governmental institutions and economic forces in shaping ethical standards, competition, and transparency in advertising industries. Furthermore, the course focuses on applying political and economic frameworks in designing, implementing, and evaluating integrated marketing communication campaigns across different markets, and on examining global and local economic policies and political trends and their implications for international advertising and cross-cultural communication strategies.</p>		
MCAD704	Theoretical and Methodological Trends in Digital Marketing and Advertising (Advanced)	<p>The general objectives of the course are to introduce students to the methodological steps in marketing and advertising research and to clarify the most important modern theoretical trends in this field. The course also aims to familiarize students with a range of variables and concepts related to marketing, such as neuromarketing and sensory marketing, as well as to provide knowledge of methods for measuring the results of digital marketing and advertising campaigns and their impact on consumers. In addition, it seeks to develop scientific measures for research variables.</p>	Compulsory	3
MCAD705	Advanced Studies in Brand Management	<p>The general objectives of the course are to acquire the cognitive skills specific to brand management and to become familiar with modern areas and trends in this field. The course also aims to enable students to compare brand marketing with the strategic approach to brand management, as well as to develop an understanding of the theoretical foundations and research methodologies used in studying brand management.</p>	Compulsory	3

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MCAD706	Research on measuring the effectiveness of advertising campaigns.	The general objectives of the course are to identify the dimensions of advertising campaign effectiveness and to understand the theories and scientific models used in studies measuring the effectiveness of both commercial and non-profit advertising campaigns. The course also aims to evaluate the use of advertising strategies in recently implemented campaigns, as well as to monitor modern methods used in the implementation of advertising campaigns in both the service and goods sectors	Compulsory	3
MCAD707	Digital Media and Cultural and Social Change	The general objectives of the course are to identify the forms of digital advertising and their relationship to cultural and social change, as well as to compare the social and cultural impacts of digital advertising in Arab and foreign societies. The course also aims to analyze scientific studies conducted in the fields of monitoring the social and cultural reality in society and its relationship to digital advertising.	Elective	3
MCAD708	Digital Marketing and Advertising Content Industry	The general objectives of the course are to acquire the cognitive skills specific to digital marketing and advertising content research, and to identify modern trends and areas in the field of digital marketing and advertising content. The course also aims to familiarize students with the theoretical foundations and research approaches used in studying the digital marketing and advertising content industry.	Elective	3
MCAD709	Advanced Studies in International Advertising	The general objectives of the course are to acquire the cognitive skills specific to international marketing and advertising, and to become familiar with modern research fields and trends in international advertising research. The course also aims to develop an understanding of the rules and ethics of international advertising, as well as to provide a solid grasp of the theoretical foundations and research approaches in this field.	Elective	3

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MCAD710	Advertising Marketing Legislation and Ethics in the Digital Age	The main objectives of this course are to examine the legal and ethical frameworks governing advertising and marketing practices in the digital age, with a focus on national and international regulations that shape digital advertising activities. The course also aims to introduce students to the ethical principles that guide responsible digital marketing practices, such as transparency, consumer protection, intellectual property rights, and digital privacy. In addition, it seeks to analyze the legal and ethical challenges arising from the rapid development of digital advertising technologies, including artificial intelligence and targeted advertising, while developing students' ability to critically evaluate advertising practices and make professionally responsible decisions in line with legal and ethical standards.	Elective	3
MCAD711	Advertising literacy	The general objectives of the course are to understand the concept of advertising literacy and the factors that contribute to its development in individuals, as well as to explain the modern strategies employed by specialists in this field. The course also aims to highlight the importance of advertising literacy in protecting individuals from the persuasive tactics used by advertisers.	Elective	3
MCAD712	Social Marketing Research and Community Campaign Planning	The general objectives of the course are to list the factors affecting the effectiveness of social marketing and community campaign planning, and to explain modern strategies in the field of social marketing and community campaign planning. The course also aims to identify methods for implementing social marketing and community campaigns, as well as to outline the guidelines and ethics governing social marketing and community campaigns.	Elective	3
MCAD713	Advertising Management and Economics in the Digital Environment.	The general objectives of the course are to acquire the cognitive skills related to advertising management strategies and to understand the fundamentals and principles of advertising management and its economics. The course also aims to familiarize students with the effects of globalization and the digital environment on advertising management, as well as to	Elective	3

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		develop an understanding of the ethical guidelines for digital advertising.		
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سادسًا: 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