Default Academic Plan Report

ID: **21_2_1**

Year/Sem: 2021/2022 Second   **Min Credits:**   132   **Max Credits:**   132   **Active**

                                                Is Official

Track: Media - Integrated Marketing Communication - Advertising

Program: Media

Description:

General Requirement (Credits Needed: 18)

Course Code	Course Name	Credits	Level	Repeating Bound	SGPA Group
AR113	Arabic Communication Skills (III)	3	1	C	
EL111	English Communication Skills (I)	3	1	C	
EL112	English Communication Skills (II)	3	1	C	
GB102	Principles of Entrepreneurship for Non-Specialists	3	1	C	
GR118	Life Skills and Coexistence	3	1	C	
GT101	Learning and Information Technology	3	1	C	

University Requirements/Electives (Credits Needed: 3)

Course Code	Course Name	Credits	Level	Repeating Bound	SGPA Group
CH101	Chinese for Beginners (I)	3	1	C	
CH102	Chinese for Beginners (II)	3	1	C	
EL118	Reading	4	1	C	
FR101	French for Beginners (I)	3	1	C	
FR102	French for Beginners (II)	3	1	C	
GR111	Arab Islamic Civilization	3	1	C	
GR112	Issues and Problems of Development in the Arab World	3	1	C	
GR115	Current International Issues and Problems	3	1	C	
GR131	History and Civilization of Egypt	3	1	C	
MC101	Mass Media Skills	3	1	C	
SL101	Spanish for Beginners (I)	3	1	C	
SL102	Spanish for Beginners (II)	3	1	C	

Faculty Requirements/ Mandatory (Credits Needed: 18)

Course Code	Course Name	Credits	Level	Repeating Bound	SGPA Group
MGN-101	Introduction to Radio and Television	3	1	C	
MGN-102	Introduction to Public Realtions and Advertsising	3	1	C	
MGN-103	Introduction to News Journalism	3	1	C	
MGN-104	Media Law and Ethics	3	1	C	
MGN-105	Communication Theroies	3	1	C	
MGN-106	Research Methods	3	1	C	

Core Specialization/Mandatory (Credits Needed: 18)

Course Code	Course Name	Credits	Level	Repeating Bound	SGPA Group
IMC312	Advertising Managememt	3	3	C	
IMC313	Electronic Adivertising	3	3	C	
IMC314	Writing for Advertising	3	3	C	
IMC413	Advertising Production	3	4	C	
IMC414	Adv Campaigns Management and Planning	3	4	C	
IMC415	Adv Graduation Project	3	4	C	

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Spec. Requirements/Mandatory (Credits Needed: 45)

Course Code	Course Name	Credits	Level	Repeating Bound	SGPA Group
IMC201	Media Topics in English	3	2	C	
IMC202	Creativity Strategies in Advertising	3	2	C	
IMC203	Media Material Production	3	2	C	
IMC204	Graphic Design	3	2	C	
IMC205	Marketing Communication	3	2	C	
IMC301	Organizational Communication	3	3	C	
IMC302	Advertising and Customer Behavior	3	3	C	
IMC303	International Public Relations	3	3	C	
IMC304	Promotion Activities	3	3	C	
IMC305	Social Marketing	3	3	C	
IMC306	Public Opinion	3	3	C	
IMC403	TV Shooting for Commercial Advertising	3	4	C	
IMC404	Translation	3	4	C	
IMC405	Electronic Montage	3	4	C	
IMC406	Etiquette and Protocol	3	4	C	

Spec. Requirements/Electives (Credits Needed: 12)

Course Code	Course Name	Credits	Level	Repeating Bound	SGPA Group
IMC206	PR Advertising Research	3	2	C	
IMC207	Personal Communication	3	2	C	
IMC307	Crisis Management	3	3	C	
IMC308	Digital Marketing	3	3	C	
IMC407	Political Advertising	3	4	C	
IMC408	Persuasion	3	4	C	
IMC409	Media and Social Change	3	4	C	

Faculty Requirements/ Electives (Credits Needed: 18)

Course Code	Course Name	Credits	Level	Repeating Bound	SGPA Group
MGN-107	Arabic Mass Media	3	1	C	
MGN-108	Introduction to Psychology	3	1	C	
MGN-109	Introductionto Social Media	3	1	C	
MGN-110	Introduction to Politics and International Relations	3	1	C	
MGN-111	Introduction to Economics	3	1	C	
MGN-112	Human Rights	3	1	C	
MGN-113	Critical Thinking	3	1	C	
MGN-114	Introduction to Cinema	3	1	C	
MGN-115	Computer for Communication	3	1	C	
MGN-116	Art of Music	3	1	C	
MGN-117	History of Science and Knowledge	3	1	C	
MGN-118	Introduction to Fine Arts	3	1	C	

Equivalences

Set Group Name

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Pre/Co Requisites

Category	Course