

Course Description of courses offered by the department of Digital Promotional Media

(804121) Introduction to Digital Promotional Media

(Prerequisite: Introduction to Communication 803110)

This course presents the concept of digital promotional media, its elements and the tools that organisations rely on to deliver information and messages regarding the products, services and the brands being promoted directly or indirectly in to persuade the audience to purchase or build a specific mental image. This includes advertising, public relations, personal selling and sales promotion, besides interactive, personal and WOM marketing. The course also discusses the concept of integrated digital promotional media and its most significant aims and functions.

(804123) Introduction to Marketing

(Prerequisite: None)

This course introduces the concept of marketing and the marketing process. It also presents the aims of marketing, the elements of the marketing environment, the analysis of marketing as an activity, the elements of marketing mix and the concept of sales and sales management.

(804210) Digital Public Relations

Prerequisite: None

This course addresses the concept of digital public relations, its evolution, development, aims, importance, functions, plans and its ethics in addition to the definition of publicity and its tools. It also introduces the organisational structures of public and private organisations. The course also briefly discusses public relations in Jordan.

(804211) Digital Advertising

Prerequisite: None

This course introduces the concept of digital advertising, its evolution, development, types and functions as a communication activity, in addition to its ethics, elements, agencies and

features when published through different communication platforms. The course also briefly discusses advertising in Jordan.

(804215) Persuasive Communication & Appeals

Prerequisite: None

This course discusses the concept of persuasion and persuasive communication, its features, traits and the nature of its messages, in addition to the concept of appeals, its types and its methods of use. The course also highlights persuasion theories, approaches, various methods and its role in impacting the level of knowledge, opinions and practices. Additionally, the course includes analysis of advertisement and public relations cases to locate their methods of persuasion and the appeals used in the cases. The course also explores the influential methods in persuasive communication and the methodological approaches in building a persuasive message and the technological use of this type of communication, showing the importance of electronic tools in influencing and persuading the public and the special role of the internet in this context.

(804221) Audience Characteristics in the Digital Environment

Prerequisite: None

This course discusses topics related to publics who deal with digital media and the various public segments. It also highlights the publics' psychological and cultural features and their behavioral patterns to design effective promotional processes and messages. Students are expected to gain skills to deal with different types of publics, considering the publics' distinct features and characteristics.

(804223) Promotional Media Campaigns

Prerequisite: (2804121)

This course discusses the principles and concepts of promotional media campaigns in commercial and social dimensions, delving into its domains, types, characteristics, functions and needs, in addition to the processes of planning, executing, and evaluating these campaigns in the digital environment.

(8044230) Creating Content for Promotional Media

Prerequisite: None

This course aims at providing students with skills and knowledge on persuasive writing, and grammatical and lingual construction of sentences and paragraphs. This requires understanding the types of communication as the individual, organizational, and governmental to influence decision- making, including the use of three main tools: clear goals, identifying the target audience and the main messages. Here, students are familiarized with the digital techniques used in writing press releases, autobiographies, press statements, adverts, and newsletters via e-mail, blogs, demos and others.

(804240) Computer Design Software

Prerequisite: None

This course aims to provide students with an introduction to the Internet, website registration, and creating pages and templates to manage websites` content using software such as WordPress, Joomla, Drupal. Students can build their own websites via the various services and tools available online, this includes reserving a private space on Web Server and reserving a website`s name on the Internet and using it for digital promotional media.

(804242) Internet Search Skills

Prerequisite: (804242)

This course presents effective search via the Internet using different browsers and tools, and data collection from various sources such as encyclopedias, atlases and electronic indexes. It also discusses approaches to evaluate data and validate the credibility of sources and their importance, in addition to the ethics of referencing. The course also introduces students to online safety measures and data security.

(804330) Digital Advertising Design

Prerequisite: Digital Advertising (804211)

This course addresses styles of ad design and different production formats, including: print, radio, TV and digital media and the artistic templates for each form. It also trains students

to write and produce ads, highlighting the stages of a promotional campaign starting from market analysis to the evaluation process.

(804331) Digital Media Ethics & Legislation

Prerequisite: None

In this course, students are presented with theories and terminologies, which frame the work in media in general. Additionally, it explores the charters and legislations that regulate media and the dialectics around such regulations. Student are also presented with the nature of the legal environment that regulates media in various Jordanian organizations, studying the regulations of Jordanian Press Association and the press code of ethics as well. Students also learn about the commissions and bodies that monitor the implementation of press and media regulations and freedom of press. Besides, the course provides a historical overview about the evolvement of such regulations and their impact on modern journalism, social media networks, cybercrimes, and the transformations the digital world has imposed on media.

(804340) Media & Digital Promotion Research

Prerequisite: (803311 Media Research Methodologies)

This course provides students with the practical skills required for effective research and analysis, which contributes to a comprehensive digital promotional project using various research methodologies. Students will be capable of reviewing case studies, conducting market research, and identifying trends and different contexts that support market research and digital promotional decisions.

(804345) Digital Media Production

Prerequisite: Publicity (804221)

This course provides students with the skills required to produce different digital promotional media tools aimed at the media or directly at the publics. Among these are

news releases, logos, photographs, radio and TV broadcasts, pamphlets, flyers, annexes, posters, movies and video clips.

(804435) Promotional Media via Social Networks

Prerequisite: (804223 Promotional Media Campaigns)

This course aims to provide students with the skills, knowledge and tools required to produce integrated digital promotional campaigns in which students are the key players. Students design and execute the campaign to deliver a certain message to the audience. This mainly includes areas of public relations, advertising and social marketing. The course also intends to provide students with the skills and knowledge required to enable them to understand the mechanism of managing social media accounts and activities on both the national and international levels.

(804437) Internship

Prerequisite: Passing 80 credited hours.

This course aims to provide students with practical experience by training and legitimately working at an organisation whose work requires certain activities related to digital promotional media to familiarize students with the nature of the work of such organisations. Additionally, students will be directly involved in using technologies in the production process to indulge in the organisation and become a team member.

(804439) Graduation Project

Prerequisite: Passing 90 credited hours

In this course, students prepare a research in their area of specialty, or present an applied project in any topic in digital promotional media. Students can prepare their projects in advertisement, public relations or other areas of digital promotional media.

(8042016) Computer Design Software

Prerequisite: None

This course aims to develop students' knowledge on computer programmers, and their skills to use them in digital promotional media. Students are expected to produce projects which demonstrate awareness of and talent in the use of design tools, use of images, drawings, colours and fonts for digital promotional purposes.

(804224) Social & Political Marketing

Prerequisite: None

This course studies the concept of social marketing, its objectives, characteristics and functions. It discusses how to market ideas and the mental image of a company, in addition to methods and approaches of social campaigns and social communication. The course also studies the relationship between politics and marketing, highlighting the concept of marketing politicians and the resemblance it has with business marketing.

(804241) Communication Skills for Personal Selling

Prerequisite: None

This course presents basic communication skills in the field of personal selling and the skills required for effective selling and the related methods. Topics covered in this course include: principles of selling, selling offers, and how to profession in this area.

(804311) Public Relations & Image Building

Prerequisite: None

This course introduces students to the concept of mental image and ways to improve the image of a brand among the publics. It highlights the role of public relations, advertising and other digital promotional media tools to cultivate the desired image. The course includes topics as: the meaning of mental image, its types, methods of building mental images, and models used in this field.

(804313) Media Skills in English

Prerequisite: (9400123 communication Skills in English 1)

This course works on developing students' knowledge and skills in English language used in areas of digital promotional media, such as: public relations, advertising, and sales promotion. It aims to improve their skills in using this language to obtain information and produce content for several digital promotional media initiatives.

(804327) Special Issue in Promotional Media

Prerequisite: None

The course instructor selects one or more topics that discuss an issue related to digital promotional media or other issues of interest to the specialization. The selected topics are addressed in analytical and critical manners in the form of discussion panels.

(804332) Integrative Promotional Communication

Prerequisite: (804230 Crating content for Promotional Media)

This course aims to help students understand the principles and practices of digital media, including the tools used by marketing experts to inform publics about products, and to provide a management framework for integrated digital media planning. The course discusses topics as: integrated digital promotion, setting promotional goals, budgeting, building creative strategies, and media planning.

(804333) Motion Graphics for Digital Media

Prerequisite: None

The course provides students with knowledge and skills necessary for multimedia methods and techniques which transform data into animated illustrations to present them in interactively on various media. Students will learn to animate texts, still and moving images, and add visual and sound effects of all kinds through the use of different digital software.

(804434) Production of Promotional Visual Materials

Prerequisite: None

The course provides students with knowledge and skills necessary to produce visual promotional materials, including promotional programme links and visual ads. It also trains student on scriptwriting skills to produce promotional materials.