School	Arts and Sciences		
Major	Bachelor of Communication Arts (Advertising)		
Core Requirements			
Code	**Title**	**Credits**	**Description**
ADVR300	Advertising Theory & Practice	**3**	Advertising Theory and Practice provides a comprehensive overview on Advertising, its role in building a brand's image and brand equity, its diverse techniques used to influence people's mind by satisfying or creating consumers' needs, its communicational impact on society that keeps on generating trends as well as its persuasive force in increasing sales and encouraging consumers to make the purchase. Broad attention is given to key subjects such as advertising agency practices, branding, media planning, creative and marketing strategies.
ARTS350	Photography	**3**	Photography is addressed to all students who wish to learn about digital photography basics, eventually, how to use a digital camera and lenses. Students will learn terms and theory using manual techniques in a digital single lens reflex camera. This course involves the power of images through image language, composition and philosophy. It covers as well the use of the digital dark room for the enhancement of ideas, products and /or creative necessity. It leads students towards a deeper understanding of light, key value, equipment and camera controls
COMM200	Introduction to Communication Studies	**3**	Introduction to Mass Communication introduces students to the central concepts of image theories in communication and the operation of the media industries. It is an introduction to the history, structure, process and social environment of each medium in the communication industry; an overview of the emerging technology in mass media and its social impact. It is a study of the development, principles and effects of Print, Public Relations, Advertising, Radio, TV, film and Computer/Online-Generated communication. Particular attention will be given to the study of different types of mass and interactive media and how they function in modern society. It reviews the historical and regulatory bases of the media along with their social implications.
COMM220	Rhetoric & Persuasion	**3**	Rhetoric and Persuasion provides students with the foundation to understand the definition of key terms, offering a retrospective glance to the historical foundations of rhetoric and persuasion. It provides insights on important considerations of the persuasion on the social through rhetoric. It provides a model for professional practice focusing on developing skills in critical self-reflection, as well as professional persuasion.
COMM225	Workshop	**3**	Workshop I is an entry-level course that will introduce students to the fundamentals of video making. Students will learn to use video and sound as an effective form of communication, and will learn how to successfully utilize those elements separately and simultaneously, to be able to transform an idea into a persuasive story.
COMM265	Performance Theory & Practice	**3**	Performance Theory and Practice introduces students to the ambiguity that lies in trying to define what "performance" as a discipline might mean, which makes this course very challenging. It is very essential to note that "performance" in not "theatre", without neglecting the fact that performing is a part of acting. The subject in action is not an actor; he is only experiencing a new "game' where others, as subjects (physical and emotional) are taking part in this game. What comes out of this "game" is what will mark the journey of each and every subject involved in this class. It is not a theatre course, but it involves character games, breathing techniques, mediation and a rough body work. And because the discipline is still "under construction" all around the world, the "game" is set between the students and the "facilitator." Hence, the facilitator i.e. the instructor is part of the game. It is all about a "behavior" in front of an audience.
COMM285	Theories of Perception	**3**	Theories of Perception is an introductory course on communication languages and perception modes in relation to the technology of image production. It is an investigation of the semiotics of representation and perception throughout different medium usage and major art and media movements. It also covers the development of image theories and representation toward the various elements of communication and throughout history in relation to technology as a major variable for the image production.
COMM305	Artificial Intelligence and Mass Media	**3**	This course provides an in-depth exploration of the intersection between artificial intelligence (AI) and mass media. It examines how AI technologies are transforming media production, distribution, and consumption. Students will analyze the ethical implications, the impact on journalism, advertising, and public relations, and the role of AI in shaping societal narratives.

GDES270	Design Software I	**3**	Design software 1 introduces students to aiding software for Graphic Design. Using the Adobe suite, Adobe Illustrator plays a significant role in graphic design. As a vector oriented software, illustrator opens a gateway of opportunities for a graphic designer to work with ease in implementing the essential work for print, web and other media. Adobe InDesign complements Illustrator at producing multiple page content instead of art boards and by that, playing an essential role at strengthening sense of layout and identity. Adobe Photoshop plays a major role in photo editing. Accompanied by Adobe illustrator, these 2 software manage to create most demanding projects especially that of print. The student will have the opportunity to learn and practice the essentials in these software. Keeping the sketchbook to bring up ideas to life, the designated software shall add ease and speed rather than the long timed labor of manual work.
JORN285	Travel Journalism	**3**	Travel Journalism provides students with the foundation to understand the setting of the fundamental writing skills required by freelance writers. It exposes students to the experience and savoir-faire of successful travel writing. Flexible in its approach, the course teaches the craft of creating travel media through writing and photography, covering diverse topics of journalism and blogging. The objective is to address markets' needs through building skills in the chosen medium and creating and marketing the writer's personal brand.
PREL300	Public Relations Principles & Concepts	**3**	Public Relations Principles and Concept introduces students to the basic principles of public relations. In this course, students will learn how to identify the main concepts and principles in the field of public relations, which will further be elaborated on, in subsequent courses. The course will also provide students with the knowledge to practice the basics of PR
Major Requirements			
Code	**Title**	**Credits**	**Description**
ADVR348	Advertising Pitching	**3**	Advertising Pitching is focused on the art and pitching process of an advertising agency to a potential or existing client. The objective is to gain new businesses, to sell an idea or product and/or to present the client with a new communication plan. Pitching is about conveying and convincing.
ADVR350	Advertising Copywriting	**3**	Advertising Copywriting is an introduction to the basic elements of writing for advertising, focusing on concept creation and best practices for headlines, taglines and slogans. All ad assignments are based on creative strategies developed by the students. While English is the teaching language, Arabic slogans may be accepted depending on the project and its requirements.
ADVR370	Psychology of Advertising	**3**	The Psychology of Advertising course will study the theories of mass psychology and human collective behaviors. It will emphasize the psychological impressions and styles of advertising that carries the message to the consumers and caters to their emotions. This class will also cover the most controversial and long-standing issues concerning advertising and consumer socialization and the psychological effects of special selling techniques.
ADVR390	Branding and Corporate Identity	**3**	How do companies or people create compelling brand experiences? How could you cultivate a well perceived brand? Branding and Corporate Identity is an advanced design course with an emphasis on corporate brand identity development. Topics include how to build a trustworthy brand, image and logo development, marketing and advertising collateral, web branding, and broadcast advertising development, all portraying the same brand message. Attention is given to the creation of graphic standards.
ADVR410	Advertising & Sales Promotion	**3**	In the Advertising and Sales Promotion course, students will learn how sales promotions, one of the marketing tools of the promotional mix, are used to lift sales temporarily, by appealing to economic motives and emotional impulse-buying behaviors, determined by a careful Marketing Mix study. Students will also learn how to apply and advertise the diverse short term techniques of sales and promotion, aimed either at the consumer or at the distribution channel, in the form of sales-incentives, to introduce new products, build brand awareness, attract traffic and sales, create interest, and increase consumer demand. Creativity and business are equally important aspects of sales promotion that must follow a systematic planning approach to get the maximum value from their promotional spending.
ADVR420	New Media in advertising	**3**	New Media in Advertising helps students better understand the ever changing social media landscapes, so to create effective consumer-targeted advertising campaigns. The course will also teach students how strategize, plan and execute ads within the major social channels to generate full funnel results across.

ADVR430	Advertising Storyboard	**3**	The Storyboard course is an advanced course about the creative process of storyboarding for film in general and for creative advertising particularly. It is about helping the students move the idea of the advertisement from concept, to script, to a sequential visual story, by drawing the main scenes with the adequate image composition. Students will explore the basic concepts of storyboarding by creating and reviewing storyboards. The concepts addressed will include: tools, methods and techniques, visual storytelling and narrative structure, shot composition, as well as character development.
ADVR460	Advertising Creativity	**3**	Advertising Creativity is an advanced course about the creative process of advertising. With the aim of broadening student knowledge and strengthening their background in advertising creativity, students will be exposed to several documentaries related to advertising creativity and many interviews of some important and successful figures of the advertising industry. Students will also learn a series of methods and tools that will aid them to move their creative ideas, to come up with successful advertising concepts and to build creative advertising campaigns, that will communicate effectively the benefit of the product/service to their audiences, using all types of media. These creative methods will be backed with a collection of successful international ads that will broaden the student's creative spectrum and creative advertising knowledge.
ADVR485	Advertising Campaign Design	**3**	Advertising Campaign Design introduces students to the application of Marketing and Advertising principles and practices into the development of a Communication Strategy and an Integrated Advertising Campaign. Students will learn to build a comprehensive Advertising Strategy based on an efficient Marketing Mix and a creative marketable vision that will lead to the development of a fully Integrated Advertising Campaign. Multiple applications will be put to plan to serve a single unifying concept and diverse tactics will be implemented, targeting specific audiences at specific timings. The students will also team up to pitch a communication proposal for a client in an agency style presentation.
ADVR495	Senior Study in Advertising	**3**	Senior Study in Advertising is a marketplace experience with the processes of fine-tuning a flood of ideas into a single advertising campaign pitch, and the translation of ideas into advertising reality. In this class, students are exposed to top-ranking creative professional visitors to present their philosophies, call for concepts and critique, to determine which idea should be taken to the finish and how to research, organize and write an advertising pitch. Senior students are exposed to the thinking of a variety of executive-level professionals and have the opportunity to work with them. Class continuity is maintained by a mentor who is present at all sessions to advice and critique.
COMM300	Media Laws & Ethics	**3**	Media Laws and Ethics introduces students to the major legal, ethical and policy issues related to the media. This course will expose students to primary documents and cases as well as to methods of analysis. It will examine freedom of expression and the limitations imposed on such freedoms by statue and by common Law, and will provide students with the foundation necessary to make ethical decisions within their profession focusing on developing analysis techniques and applying them to ethical problems through independent critical thinking and moral sensitivity.
COMM310	Research Methods in Communication Arts	**3**	Research Methods in Communication Arts introduces students to the essentials of conducting a research dealing with communication as a social science. Students will learn how to identify a problem, ask questions and find answers through systematic procedures from a Social Science perspective.
COMM320	Radio-TV Announcing	**3**	Radio/TV Announcing establishes the foundations to understand types of news and delivery techniques. It provides insights on important considerations for vocal ability. The course will expose and guide students to the techniques of delivering news texts when producing quality journalism. It will provide a model for professional anchoring focusing on developing skills in reading news with a self-ability to discover and correct errors in pronunciation.
COMM330	Media Planning & Audience Analysis	**3**	Media Planning and Audience Analysis introduces students to the cooperate today's landscape. Students will learn the social order instituted by modernity, the identity of organizations and the messages being communicated both externally and internally. Students will also learn the importance of audience demographics, psychographics, and product usage variables, which help to make creative media decisions in tune with the changing marketplace.
COMM400	Media Management	**3**	Media management introduces students to the business of media. It allows them to explore the uniqueness of information as a product, shedding the light on two perspective models, namely the market one and that of the public sphere. While the market aims at profits and the public sphere is concerned with public interest, facts, theories and articles related to these issues, are communicated to the students.

PREL455	Public Speaking	**3**	Public Speaking introduces students to the principles of public speaking; It critically examines students' own and others' speeches through interactive practice. The course introduces students to the essential of presentations, job interviews and in more general instances of communication. It is an introduction to the rhetorical study dating back to the Ancient Greeks, their structure and process of public speaking. It invites students to critically examine their speeches as well as other students' in addition to famous speeches for formative purposes.
RATV316	Mobile Media	**3**	Mobile Media is an exploration of new video technologies involving digital photography and portable video production, post-production and broadcast. It is a study of streaming media for distribution on "hand- held" devices, "video casts" or "Podcast." Students from Beirut Campus, Saida Campus, Nabatiyeh Campus and Tripoli Campus will all work closely together in Beirut and another city of their choice to produce two video mapping projects for each city.
RATV370	Writing for Radio and TV	**3**	Writing for Radio and TV introduces students to the characteristics and rules for effective writing for radio and TV while focusing on writing for simple news and reports. The course teaches students the best ways to write for the ear in the case of writing for radio, while focusing on the two levels that characterize such writing: Voice Over and Natural Sound. As for writing for TV, it gives guidelines on how to write for the eye and ear by using efficiently the four available levels: Picture, Voice Over, Natural Sounds and Graphics.
General Education Requirements			
Code	**Title**	**Credits**	**Description**
ARAB200	Arabic Language and Literature	**3**	تهدف هذه المنهاج التي تستمر لمدة 15 أسبوعًا إلى رفع مستوى الكفاءة في اللغة العربية من المستوى المتوسط إلى المستوى المتقدم. سيعزز الطلاب قواعد اللغة والمفردات المتوسطة، ويتقنون التراكيب الجملية المعقدة والأزمنة، ويحسنون مهارات القراءة والكتابة والاستماع والتحدث يتضمن المنهاج تحليل النصوص المتقدمة، والتواصل في الأعمال، والتعرض للهجات العربية المختلفة. الوعي الثقافي والديناميات الاجتماعية اللغوية جزء لا يتجزأ منالمنهاج، مما يعد الطلاب لاستخدام العربية في العالم الحقيقي والمهني. تهدف المنهاج إلى رفع الطلاب إلى مستوى الكفاءة ب2 حسب الاطار الأوروبي، مما يمكنهم من المشاركة في مناقشات معقدة وسياقات مهنية.
CSCI200	Introduction to Computers	**3**	The course aims at making students competent in computer-related skills. It is supposed to develop basic computer interface knowledge by providing an overview of managing folders and files, opening a start menu, and hands-on practice on typical software applications such as Word, Excel, and PowerPoint. The student will learn how to use the new features of Microsoft Office 2017, mainly Word documents, Excel spreadsheets, and PowerPoint presentations. Moreover, the course aligns with the Cisco Networking Academy® Get Connected course, which helps students understand how to connect to the Internet.
CULT200	Introduction to Arab - Islamic Civilization	**3**	تُمثّل الحضارة العربية الإسلامية واحدة من أهم الحضارات في التاريخ بما أنجزته من إبداعات علمية وثقافية وحضارية تركت أثرها العظيم في تاريخ البشرية. تُشكّل هذه المادة الدراسية مقدمةً أساسية ليتعرف كل عربي على تاريخ حضارته، لا ليفتخر بها وحسب، بل ليجعل منها حافزًا يستنهض به قابليّاته وقدراته العلمية الكامنة لإعادة الاستنهاض الحضاري. يتحرك الماضي فينا دون شعورٍ واعٍ منّا، على أنّ هذا المُقرّر الدراسي يحاول أنْ يستثير الوعي الحضاري والثقافي عند الطلاب العرب، فيستفيد من هذا المخزون ليصنع أُفقًا جديدًا للمستقبل.
ENGL201	Composition and Research Skills	**3**	This course builds upon the skills acquired in pre-requisite courses mainly ENGL 151 to further develop students' critical thinking and academic writing competencies. Students will read and respond to a variety of texts from different disciplines and produce a research paper using analytical and critical skills in response to texts.
ENGL251	Communication Skills	**3**	Workplace Occupational Writing is an advanced interdisciplinary writing course emphasizing workplace and technical communication and editing appropriate to diverse professions. It incorporates practice and study of selected types of discourse employed in professional writing situations, preparing students for different systems of writing in their professional lives. Examples from the writing of workplace professionals are analyzed and used as models to demonstrate the transition from academic to professional writing.