LEBANESE INTERNATIONAL UNIVERSITY

Major Title: Bachelor of Communication Arts (Advertising)
Major Code: BACAD
Level: underGraduate
Number Of Credits: 108
Date: 05-11-2025

Bachelor of Communication Arts (Advertising) (BACAD)

Program Objectives

Objective	Description
PO-1	Provide students with the fundamental concepts and practical approaches of advertising.
PO-2	Help students analyze cases and apply principles of project management in advertising campaigns.
PO-3	Transmit to students the interest of advertising execution from history and theory classes to technical and hands on projects.
PO-4	Enhance students' critical thinking, especially when it comes to the relation of new media to various advertising fields.
PO-5	Recognize and conduct basic standards and materials, as well as digital media production.
PO-6	Prepare students for successful careers in advertising.

Program Learning Outcomes

Outcome	Description
PLO-1	Define the basic concept of advertising.
PLO-2	Describe the elements and principles of advertising to produce functional ideas using compositions of advertising elements.
PLO-3	Explain the relationship of advertising to other fields of specialization like marketing and public relations.
PLO-4	Acquire and practice the knowledge of basic advertising concepts involved in the cultural and ethical issues of advertising.
PLO-5	Relate methodological techniques that are meaningful to raise public awareness and execute contents that are meaningful for the public.
PLO-6	Optimize students' communication both orally, visually and in writing.
PLO-7	Assess information through research; classify and use this information in specific communication jobs.
PLO-8	Develop advertising campaigns designed from specified themes and valid concepts in collaboration with the end user.
PLO-9	Enhance students' skills in developing conceptual thinking methodologies as well as synthesizing and constructing successful solutions for advertising campaigns.
PLO-10	Create an academic portfolio to be used when applying for future job vacancies.