

COURSE DETAILS

15205 Principles of Public Relations and Advertising

(6 credits)

Course Learning Outcomes

1. To inform students of knowledge in principles and the importance of public relations and advertising.
2. To inform students of the processes of marketing communication.
3. To inform students of components and processes in public relations and advertising.
4. To inform students of the importance of research to work in public relations and advertising.
5. To inform students of ethics in public relations and advertising.

Course Description

This course addresses the meanings and the importance of public relations and advertising, along with the process of marketing communication. It also covers the history, development, roles, influence, responsibility, components, importance of research to public relations and advertising, and ethics for professionals.

15231 Introduction to Mass Media

(6 credits)

Course Learning Outcomes

1. To obtain basic knowledge in types, development, roles and the influence of various types of mass media.
2. To obtain knowledge of the production and spread of mass media in a number of countries, and evaluation of the effect of the media.
3. To obtain knowledge of laws and ethics in mass media, and recent changes in mass media.

Course Description

This course covers types, development, roles and influences of mass media, modern communication technology, processes of production and dissemination, laws, ethics, research, evaluation and updated knowledge of mass communication.

16338 News Gathering and Writing

(6 credits)

Course Learning Outcomes

1. To gain knowledge and understanding of concepts about news and the types and components of news.
2. To gain knowledge and understanding of the principles and processes of communicating news, analyzing news and encapsulating news highlights.
3. To gain knowledge and understanding of the structures and formats used for news reporting.
4. To gain knowledge and understanding of the qualifications and ethics of good journalists.
5. To acquire skills in journalism.

Course Description

This course covers the meanings, importance, objectives and types of news; the components of news; the principles and procedures of news reporting; ways to think about and capture the main points of news; how to use information technology to research news; interviewing techniques; techniques for compiling information; structure and format of news writing; use of photos and graphics; and exercises to build journalistic skills. Lastly, students will learn about the qualifications and ethics that make up good journalists.

16339 News Reporting and Editing**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge and understanding of concepts and procedures in journalism.
2. To gain knowledge and understanding of principles and procedures of news editing.
3. To gain knowledge and understanding of the professional ethics and responsibilities of new reporters and editors.

Course Description

This course covers the meanings, importance, objectives, principles, and procedures of investigative, interpretive, applied research and specialized journalism. It also covers the principles and procedures of news editing; page layout, and the ethics and responsibilities of news reporters and editors.

16343 Radio Script Writing**(6 credits)*****Course Learning Outcomes***

1. To understand script writing principles and techniques for radio and other media.
2. To understand planning, writing, and preparation for writing radio scripts.
3. To acquire skills in analyzing and evaluating listeners in preparation for writing radio scripts.
4. To obtain skills in writing different types of radio scripts.

Course Description

This course covers concepts of how to analyze radio listening audiences; principles and techniques for writing radio scripts; planning; preparing; investigating; analyzing information for writing different types of radio scripts; and morals and ethics in radio script writing.

16344 Radio Performance**(6 credits)*****Course Learning Outcomes***

1. To understand principles and techniques for speaking and performing on the radio.
2. To understand the psychology of speaking and listening in radio programs.
3. To obtain skills in speaking and performing on the radio.
4. To obtain skills in evaluating and analyzing speech and performance for radio.

Course Description

This course covers principles and techniques for speaking and performing on the radio, the psychology of speaking and listening in radio programs, principles for planning, techniques for speaking, announcing, lecturing, moderating and reporting news outside the radio station, performance in radio programs, exercises to build speaking and performance skills for radio.

16350 Radio Script Writing**(6 credits)*****Course Learning Outcomes***

1. To understand meanings and elements of the art of conveying meaning via photography and film.
2. To understand the history of photography and film.
3. To understand the principles of creative work in photography and film.
4. To understand principles of photography and film as creative art forms.

Course Description

This course covers meanings and elements of the art of conveying meanings through language, images, light, color, sound, scenery, costumes, acting, motion and editing; fundamental principles of creative work in photography and film making; the history, roles, influence and impact of photography and film.

16351 Film Theory and Criticism**(6 credits)*****Course Learning Outcomes***

1. To understand basic concepts and theories of film.
2. To understand film forms and narratives.
3. To understand principles of film criticism.

Course Description

This course covers basic theories of film, concepts and the development of theories, important films, film types and narratives, principles and aesthetics in film criticism, scope and meanings of research, film research theory in various schools and case studies of film criticism.

16354 Advertising Media**(6 credits)*****Course Learning Outcomes***

1. To understand various types of advertising media.
2. To understand principles and planning in advertising and media purchasing for various types of advertising.
3. To understand principles and evaluation of various types of advertisement.

Course Description

This course covers traditional and new types of advertising media, consumer research, product research, planning, selection of advertising media, objectives of advertising media, strategies and criteria for media purchase, program budgeting, time and spaces for advertising, evaluation of advertisements.

16356 Public Relations Strategies**(6 credits)*****Course Learning Outcomes***

1. To understand concepts and principles of public relations for society, development, and business.
2. To understand how to apply concepts and principles of public relations to various organizations.
3. To understand how to apply concepts and principles of public relations to various situations.

Course Description

This course covers concepts, principles, and strategies of public relations for society, development, and business, as well as how to apply concepts, principles, and strategies of public relations to government, state enterprise, social welfare, international organizations, and critical situations.

16374 Message Design for Television Production**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge and understanding of creative work and design of television programs.
2. To gain knowledge and understanding of the artistic principles of television production.
3. To gain knowledge and understanding of the methods and creative technology used for television production.

Course Description

This course cover concept about how to create messages to be transmitted through the medium of television; how to design the format, content and other components of a television program; and the art of communicating ideas through images, light, colors, lines, shapes, letters, symbols, sounds, postures and music. Students will explore methods and technology used in the creative design of television programs.

16419 Television Programming**(6 credits)*****Course Learning Outcomes***

1. To understand concepts in television programming.
2. To understand principles and management of various types of television programs.
3. To understand principles of audience analysis.
4. To understand principles and strategies for scheduling television programs.

Course Description

This course covers principles of various types of television programming, audience analysis, factors related to television programming, and principles and strategies of planning and scheduling.

16423 Advanced Film Production**(6 credits)*****Course Learning Outcomes***

1. To understand advanced procedures of film production.
2. To understand film script writing and development.
3. To understand design, techniques and execution of creative filmmaking and direction.
4. To understand advanced filmmaking technology and equipment.
5. To obtain an advanced level of skills in film production.

Course Description

This course covers advanced film production procedures; script writing and development; film directing; creative cinematic design; film production technology and equipment; techniques and execution of film production; sound recording and editing; special effects; titles; animated films; and advanced film making skill training.

16426 Creative Advertising**(6 credits)*****Course Learning Outcomes***

1. To obtain knowledge on formulating creative advertising ideas.
2. To obtain knowledge of principles for conveying meanings through a variety of advertising media, such as images, sounds and messages.
3. To obtain skills in formulating creative advertisements.

Course Description

This course covers how to be creative, the power of ideas, market situations, analyzing consumer attitudes, advertising technology, the art of conveying meanings through a variety of advertising media, such as images, sounds and messages, techniques for presenting advertising work, creating a sense of social responsibility, morality for advertising professionals, and skills for formulating creative advertisements.

16440 Journalistic Writing**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge and understanding of the concepts of journalistic writing.
2. To gain knowledge and understanding of the principles and procedures of different types of writing.
3. To obtain skills in journalistic writing.

Course Description

This course covers the meanings, significance, types, and objectives of journalistic writing; principles and procedures of writing interviews, articles, opinion pieces, analyses, critiques and documentaries; use of illustration and graphics; editing; and writing, with opportunities to practice writing skills.

16441 Journalism Publishing**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge and understanding of the concepts of media conglomeration.
2. To gain knowledge and understanding of the procedures of producing and publishing journalistic work in various media.
3. To obtain skills for producing and publishing journalistic work in various media.

Course Description

This course covers concepts about media conglomeration; procedures of producing and disseminating journalistic work in print media, radio, or online graphic media; the use of technology for different kinds of publishing; and laws and ethics related to journalistic publishing. Students will have the opportunity to practice skills for producing and publishing journalistic work in various media.

16445 Radio Broadcast and Radio Online Programming**(6 credits)*****Course Learning Outcomes***

1. To obtain knowledge and understanding of the meaning and significance of radio programming and online radio.
2. To obtain knowledge and understanding of the principles of conventional and online radio programming.
3. To obtain knowledge and understanding about audience analysis and other factors that affect conventional and online radio programming.
4. To obtain knowledge and understanding of planning and scheduling for conventional and online radio programming.

Course Description

This course covers the meanings and significance of radio programming; types of radio programs; different formats; the principles of programming different types of radio shows; the principles of online radio programming; surveying listeners; assessing other factors that affect conventional and online radio programming; planning and scheduling for convention and online radio programming; and evaluation of radio programs.

16446 Radio Production**(6 credits)*****Course Learning Outcomes***

1. To understand procedures in planning and producing a variety of programs.
2. To understand technology in producing programs in the digital era.
3. To obtain skills for announcers and moderators.
4. To obtain skills for planning and producing a variety of programs.

Course Description

This course covers concepts for producing programs, procedures for planning and producing programs, techniques for producing a variety of types of programs, technology for producing programs in the digital era, developing skills for becoming an announcer or moderator, and producing a variety of programs.

16449 Creativity in Advanced Television Production**(6 credits)*****Course Learning Outcomes***

1. To gain the ability to create and produce advanced types of television programs.
2. To obtain knowledge and understanding as well as the ability to use advanced techniques and technology for television program production.
3. To develop and augment advanced skills in the creative process for television production, especially production and post production.
4. To gain the ability to create and produce television programs for broadcasting through different media and communication channels.

Course Description

This course covers using creativity to produce complicated and advanced types and formats of television programs; the process for taking creative ideas into the production process for advanced television production; principles of television production; the use of high technology materials and equipment; preparation, production and post production; and strategies for producing television programs for broadcasting through various media and communication channels. Students will practice essential skills for advanced television production.

16452 Basic Film Production**(6 credits)*****Course Learning Outcomes***

1. To obtain knowledge of film production principles.
2. To introduce materials and equipment in film production.
3. To obtain knowledge of film production processes.
4. To train rudimentary skills in film production.

Course Description

This course covers basic concepts of film production, film, cameras, the use of cameras and lenses, basic script writing, filming, light and lighting, sound and recording, editing, film scripts, planning and pre-production, film production, the system of film labs, and basic training in film production.

16455 Advertising Campaigns and Production**(6 credits)*****Course Learning Outcomes***

1. To obtain knowledge of ways of thinking and processes in advertising campaigns.
2. To understand principles and processes of advertisement production.
3. To develop expertise and organize advertising campaigns.

Course Description

This course covers concepts of advertising campaigns and advertising production; brand communication; research and evaluation; data analysis and strategic planning; advertising media management; creative work and production of different kinds of advertising campaigns; presentation and pitching advertising campaigns; case studies; and responsibility, laws and ethnics related to advertising.

16457 Public Relations Writing**(6 credits)*****Course Learning Outcomes***

1. To obtain knowledge of processes and planning PR writing.
2. To obtain knowledge of principles for types of PR writing in various media formats.
3. To obtain knowledge of principles of how to write for PR in various occasions.
4. To obtain knowledge of principles of how to write PR planning and campaign materials in accordance with social, development and business objectives.

5. To obtain knowledge of creative design and integration of new media.

Course Description

This course covers processes and planning for PR; principles; writing methods for news, articles, documentaries and mass media PR spots; media for special events; computer networks; writing for PR on special occasions; speeches; announcements; letters; reports; principles for planning; PR writing for social campaigns; business development; case studies on topics such as new media; and training on creativity and integrating new media.

16458 Media Production for Public Relations

(6 credits)

Course Learning Outcomes

1. To inform students of creative public relations media processes.
2. To teach students rudimentary knowledge, processes and technology for public relations media production.
3. To teach students of skills in media production for public relations.

Course Description

This course covers the foundation, creative processes and designs for public relations, including techniques, public relations media production methods and ways of thinking. The focus is on creative processes in public relations through print media, radio, television and other media in accordance with technological development, along with training on creative processes and public relations media production.

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