



College of Press and Media



Levels of certificates:

- Courses
- Diploma
- Advanced Diploma
- Certified Expert
- Certified Advisor
- MINI MBA
- MINI DBA
- Professional Bachelor
- Professional Master
- Professional doctorate

Objectives:

Graduates of media, journalists, public relations specialists and advertising highly trained and competent, working in local media and the world to satisfy the need of the media, written, audio, visual and electronic, of specialists and cadres able to rise Media to be able to compete globally and contribute to the overall national development process that society needs. Giving students the skills of scientific research in the fields of journalism, public relations and advertising. Through self-based learning methods and practical field experience. In addition, scientific research publications have been expanded to enrich the media sector in general.

Specialization:

1- Department of Media :

| First Class | Second Class |
|---|--|
| <p><u>First Semester</u></p> <ul style="list-style-type: none"> • Introduction to the Art of media • Introduction to Information and communication • General Psychology • English language <p><u>Second Semester</u></p> <ul style="list-style-type: none"> • Means of communicating with the public • Introduction to Information and communication • Information in contemporary societies • English language | <p><u>First Semester</u></p> <ul style="list-style-type: none"> • Information Technology • Public opinion and methods of measuring the preparation of radio and television programs • Media Psychology concept of media Research • English language *Second Semester <p><u>Second Semester</u></p> <ul style="list-style-type: none"> • Information Technology • Public opinion and methods of measuring media legislation • English language |

| Third Class | Fourth Class |
|--|---|
| <p><u>First Semester</u></p> <ul style="list-style-type: none"> • Public relations • Public information and the Internet • Space networks • English language <p><u>Second Semester</u></p> <ul style="list-style-type: none"> • Information and development • Media theories • Advertising • Introduction to press editing • English language | <p><u>First Semester</u></p> <ul style="list-style-type: none"> • Department of Media organizations • Media Sociology • Professional Ethics and human rights • Media economics • English language <p><u>Second Semester</u></p> <ul style="list-style-type: none"> • International media • Information and globalization • Environmental media • English language • Graduation Search |

2- Department of Press:

| First Class | Second Class |
|--|---|
| <p><u>First Semester</u></p> <ul style="list-style-type: none"> • Public opinion and methods of measuring • The introduction to information and communication • Introduction to press editing • Introduction to Public relations • English language <p><u>Second Semester</u></p> <ul style="list-style-type: none"> • Public opinion and methods of influencing • The media and communication • Introduction to editorial journalism • Means communicating with the public • English language | <p><u>First Semester</u></p> <ul style="list-style-type: none"> • Press and political systems • Edit News • Art Advertising • News agencies • Electronic Press • English language <p><u>Second Semester</u></p> <ul style="list-style-type: none"> • Edit News • The Art of advertising • Electronic journalism • Media legislation information • Research methods • English language |

| Third Class | Fourth Class |
|--|--|
| <p><u>First Semester</u></p> <ul style="list-style-type: none"> • Editorial Press • Article of the contemporary World Press • Technology of the press industry • English language <p><u>Second Semester</u></p> <ul style="list-style-type: none"> • Media documentation • Press release • Media Psychology • English language | <p><u>First Semester</u></p> <ul style="list-style-type: none"> • Press Investigation • Technical output and printing • Department of Press institutions • International media • Professional ethics and human rights • Graduate research • English language <p><u>Second Semester</u></p> <ul style="list-style-type: none"> • Writing Radio programs • Press Investigation • Graduation Search • English language |

3- Department of Public Relations and advertising:

| First Class | Second Class |
|---|--|
| <ol style="list-style-type: none"> 1- Communication theories 2- Social Psychology 3- Leadership theory 4- Principles of public relations 5- Advertising theories 6- Management theory 7- Means of communicating with the public 8- Marketing and Promotion 9- Opinion poll 10- English language | <ol style="list-style-type: none"> 1. Advertising Campaigns 2. Public opinion 3. Public Relations Department 4. Public Relations audience 5. The Economics of Advertising 6. Communication in the Department 7. Production Management 8. Consumer behavior 9. Foundations of Public relations 10. Research Methods |

| Third Class | Fourth Class |
|---|---|
| <ol style="list-style-type: none"> 1. Production and marketing 2. E-Marketing 3- advertising photographer 4. Press announcement 5. Marketing Department 6. Secretariat 7. Psychology of communication 8. Advertising and Promotion 9. Corporate Governance 10. English language | <ol style="list-style-type: none"> 1. Leadership of advertising campaigns 2. Advertising Planning 3. Communication Networks 4. Public relations and Development 5. Political systems and public information 6. Public relations and the Internet 7. Public relations and Development 8. English language <p>Graduation Project</p> |

Training programs:

- Journalism in the changing media environment
- Journalistic writing methods
- News sources
- Information collection, auditing and information processing
- Production of core journalistic topics: news, reports, press interviews, press conferences
- Press legislation and the practice of practicing ethics.
- Specialized course in the video/"newsletter"
- Specialized course in press interviews
- Specialized course in news analyses
- Specialized course in writing (novel narrative)
- His role in special journalistic tasks. Your own assignment
- Course in magazines Journalism
- International Journalism
- The English language news correspondents' course
- The new generation of journalism education
- Modern journalism Course
- International press Course in multiple languages
- Agency Correspondents Training program
- War News correspondents Training program
- Training program for economic news correspondents
- Diplomatic News Correspondents Training program
- Training program for English-language correspondents
- Training program for photojournalists
- Training program for video photographers
- Training courses in international journalism
- Modern journalistic writing methods
- News Analytics
- Modern press templates in news production
- Press Investigations
- The Art of the interview
- Edit news releases from institutions and companies
- Using Photo Press
- Planning production of press subjects
- Editing of seminars, statements and press conferences
- Field surveys and experiments
- Department of Public information in major companies
- Media management in major companies
- Newsroom Management
- Archiving media publications
- Basics and skills of press edit
- Advertising Innovation
- Economic, oil and environmental media
- How to create flyers and brochures & skill of Editing, Directing and photojournalism
- Press editing

- Rules governing the media
- Talk show presentation
- Legal rules of the media
- Effective Media Performance
- Press and Media
- Media and Human rights issues
- Media crisis management
- The new media
- TV news presentation
- Basics of prepare and write a press release (articles and reports)
- Planning and Implementing Awareness and Guidance Campaigns
- Environmental Media
- Developing the capabilities of official spokesman
- Professional journalist
- Comprehensive television journalist
- Online journalism
- Documentary film industry
- Press Editing art and summarizing reports
- Introduction to the new media
- Media skills and distinctive methods numbers of schemes and media research and information
- Introduction to the TV presentation
- Writing short stories for media
- Advanced skills in Printing and electronic press
- Sports journalism
- Sport analytical skills
- Skills of dealing with the media (communication centers in the governmental entities)
- Summarizing skills and Accuracy Standards for press editing
- Art of program preparation Press - Radio – TV
- TV reporter skills
- Media reporting skills
- Journalistic writing skills (talk - investigation - report)
- Editing Ad Text
- Technological innovations of TV production
- Electronic Press and professional editing skills
- Media and press reporting
- Photography
- Press directing
- Management skills & Media regulation
- Modern strategies in planning the campaigns of media and advertising
- Economic and oil and environmental media
- Recent trends to increase the effectiveness of advertising
- TV Direction
- Digital Media Specialist
- Risks and crisis management
- Design strategies & Modern media plans
- Media skills development for administrators
- Comprehensive course in press
- Newsroom management online

- Specialized program in press office management
- News editing
- Protocol procedures and skills
- Investigative Journalism
- Photojournalism and storyboard
- Cinematography and Television photography
- Digital press & Social medi+G63:M75a
- Presenting talk shows
- Economic news writing and editing
- Social media & E-marketing
- Technology receive and transmit digital television
- Photography and photo processing
- Reporters Course
- Management skills & Media regulation
- Public relations guide in preparing, processing and selecting the printed brochures and booklets
- Media reporting skills
- Journalistic writing skills (talk - investigation - report)
- Summarizing skills and Accuracy Standards for press editing
- What makes a good reporters and presenters?
- Media crisis management
- Digital media production
- Newsroom Management
- Environmental Media
- Investigative Journalism
- Photography
- Introduction to the new media
- Photojournalism
- Media management in major companies
- Basics and skills of press edit
- Programs Production & News coverage
- TV Press

Courses in specialized journalistic work:

- Specialized course in economic journalism
- Specialized course in sports journalism
- Specialized course in children's journalism
- Specialized course in the world Press
- Specialized course in photojournalism
- Specialized course in press output