

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي
Syrian Virtual University		الجامعة الافتراضية السورية

Course Description: Media Planning and Analysis

1- Basic Information:

Course Name	Media Planning and Analysis
Course ID	MPA 241
Contact Hours (Registered Sessions)	14
Contact Hours (Synchronized Sessions)	14
Midterm Exam	
Exam	75m
Registered Sessions Workload	14
Synchronized Session Workload	14
Credit Hours	-

2- Pre-Requisites:

Course	ID
1- Methods of Media Research	MMRM 121
2 - Media and communication theories	MCT131
3 - Public opinion and methods of its measurement	OPA131

3- Course General Objectives:

Provide students with a main information base on the concept of media planning through three research aspects:

1- Theoretical research aspect (Concept- Importance- Components- Requirements- Conditional specifications-types-characteristics)

2- Specialization (Rules of designing strategy of media campaign- Communication policy- Media policy)

3- Applied research aspect (stages of planning and design of the media campaign in terms of preparation, implementation and evaluation)

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4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Provide students with a general knowledge about the concept of planning
ILO2	Provide students with a specialized knowledge in the field of media planning within the theoretical framework
ILO3	Provide students with a specialized knowledge in the field of media planning within the applied framework
ILO4	Provide students with a specialized knowledge in the field of media campaigns within the theoretical and applied framework
ILO5	Train students to plan media campaigns through assignments
ILO6	Train students on the application of persuasive techniques in the content of media campaigns through assignments

5- Course Syllabus (14 hours of total synchronized sessions; 14 hours of total Recorded

Sessions)

- RS: Recorded Sessions; SS: Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	Extract basic information in the field of planning (in general)			<input checked="" type="checkbox"/> Exercises/TD <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	

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ILO2	Extract basic information in the field of media planning			<input checked="" type="checkbox"/> Exercises/TD <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Training on application of cases about the stages and steps of planning media campaigns through assignments and lectures
ILO3	Extract basic information in the field of designing media campaigns. Note: It requires training on planning of media campaigns at a higher level as a stage providing students with a general knowledge of Media techniques and methods			<input checked="" type="checkbox"/> Exercises/TD <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	Training on application of cases about persuasive methods of communication message design in the media campaign ,through the assignments and lectures
ILO4				<input type="checkbox"/> Exercises/TD <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO5				<input type="checkbox"/> Exercises/TD <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO6				<input type="checkbox"/> Exercises/TD <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices	

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				<input type="checkbox"/> Others	
ILO7				<input type="checkbox"/> Exercises/TD <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO8				<input type="checkbox"/> Exercises/TD <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	

6- Assessment Criteria (Related to ILOs)

ISC			Ex	Exams		Rpt	Reports
PF2F			PW				

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	Information base on planning (in general)	Good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ILO2	Information base on media planning. A practical application on planning media campaigns	Good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ILO3	Theoretical and applied Information base on the use of persuasive techniques in the design of communication message content in the media campaign	Good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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ILO4			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ILO5			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ILO6			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ILO7			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ILO8			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ILO9			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ILO10			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7-Practice Tools:

Tool Name	Description
Internet	-

8-Main References

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9-Additional References

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