

Course Description Form: Electronic Advertising

1. Course name:	
Electronic Advertising	
2. Course code:	
EAD	
3. Semester / Year:	
Annual	
4. Date of preparation of this description:	
2/9/2026	
5. Available forms of attendance:	
In-person	
6. Total number of study hours / total number of units:	
3 hours / 2 units	
7. Name of course coordinator	
Name: Assist. Lect. Hazim Fadhil Abu Sakhr	
8. Course objectives	
Providing the student with skills ✓ that enable him or her to work independently Enabling the student to create ✓ advertising content Enabling students to produce on ✓ their own and create entrepreneurial projects Striving to graduate an ✓ "entrepreneurial media professional" who is innovative in the technology, culture, media, and arts sector	Objectives of the course subject

The course seeks to achieve many objectives, including graduating digital media professionals who possess sufficient information, skill, and practical experience to engage easily and smoothly in modern, technologically advanced work environments ✓	
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9. Teaching and learning strategies

.Theoretical lectures ✓ Visual presentation of the theoretical material so that it is better understood ✓ .Training in producing digital images and videos ✓ .Training in computer software for editing digital images and videos ✓ Visual presentation of the most important digital images and videos recently produced by specialists ✓ Periodic and semester exams to measure students' grasp of the theoretical material ✓ ✓ Practical tasks so that students practice the practical skills of producing and editing digital images and videos. Assigning students monthly to prepare some reports or research papers to develop their research, inference, and self-learning skills ✓	Strategy
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10. Course structure

Assessment method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
Discussion and visual presentation and exam	Theoretical and practical lecture	The concept of electronic advertising	Introduction to the concept of electronic advertising	3	1
Discussion and visual presentation and exam	Theoretical and practical lecture	Types of electronic advertising	Distinguishing between types of electronic advertising	3	2
Discussion and	Theoretical and	The differences between traditional advertisements and	Knowing the differences between traditional advertisements	3	3

visual presentation and exam	practical lecture	electronic advertisements	and electronic advertisements		
Discussion and visual presentation and exam	Theoretical and practical lecture	Features of Electronic Advertising	Learning the features of electronic advertising	3	4
Discussion and visual presentation and exam	Theoretical and practical lecture	Challenges Facing Electronic Advertising	Challenges facing	3	5
Discussion and Visual presentation and exam	Theoretical and practical lecture	Challenges Facing Electronic Advertising	Identifying the difficulties and challenges facing work in electronic advertising	3	6
Discussion and visual presentation and exam	Theoretical and practical lecture	Foundations of Successful Electronic Advertising	Identifying the foundations of successful electronic advertising	3	7
Discussion and visual presentation and exam	Theoretical and practical lecture	Interactive Features of the Internet	Introduction to the interactive features of the Internet	3	8
Discussion and visual presentation and exam	Theoretical and practical lecture	The Art of the Electronic Advertising Message	Introduction to the art of the electronic advertising message	3	9
Discussion and visual presentation and exam	Theoretical and practical lecture	The Art of the Electronic Advertising Message	Introduction to the art of the electronic advertising message	3	10

Discussion, visual presentation, and exam	Theoretical and practical lecture	Psychological Foundations of Formulating the Electronic Advertising Message	Studying and defining the psychological foundations of formulating the electronic advertising message	3	11
Discussion, visual presentation, and exam	Theoretical and practical lecture	Types of Advertising Messages	Distinguishing between types of advertising messages	3	12
Discussion, visual presentation, and exam	Theoretical and practical lecture	Concept of Electronic Advertising Design	Understanding the meaning of electronic advertising design	3	13
Discussion, visual presentation, and exam	Theoretical and practical lecture	Using Images and Graphics in Electronic Advertising	Identifying the importance of utilizing images and graphics in electronic advertising	3	14
Discussion, visual presentation, and exam	Exam	Exam	Exam	3	15
Discussion, visual presentation, and exam	Theoretical and practical lecture	Using Logos in Electronic Advertisements	Knowing the importance of using logos in electronic advertisements and how to employ them	3	16
Discussion, visual presentation, and exam	Theoretical and practical lecture	Methods of Electronic Advertising Design	Knowing the methods of designing and implementing electronic advertisements	3	17

Discussion, visual presentation, and exam	Theoretical and practical lecture	Concept of Electronic Advertising Design	Concept of Electronic Advertising Design	3	18
Discussion, visual presentation, and exam	Theoretical and practical lecture	Using Images and Graphics in Electronic Advertising	Knowing the use of images and graphics in electronic advertising	3	19
Discussion, visual presentation, and exam	Theoretical and practical lecture	Using Colors in Electronic Advertising	Knowing the use of colors in electronic advertising and their functions	3	20
Discussion, visual presentation, and exam	Theoretical and practical lecture	Using Logos in Electronic Advertisements	Knowing the use of logos in electronic advertisements	3	21
Discussion, visual presentation, and exam	Theoretical and practical lecture	Methods of Electronic Advertising Design	Knowing the methods of electronic advertising design	3	22
Discussion, visual presentation, and exam	Theoretical and practical lecture	Animated Advertising	Knowing the production of animated (motion) advertising	3	23
Discussion, visual presentation, and exam	Theoretical and practical lecture	Online Video Advertisements	Knowing the importance and methods of producing online video advertisements	3	24
Discussion, visual presentation, and exam	Theoretical and practical lecture	Applied Examples of Video Advertisements	Identifying advertising methods through social media	3	25
Discussion, visual presentation, and exam	Theoretical and practical lecture	Types of Smartphone Advertising	Identifying the types of marketing generations	3	26

Discussion, visual presentation, and exam	Theoretical and practical lecture	Principles of Smartphone Advertising	Identifying the principles of smartphone advertising	3	27
Discussion, visual presentation, and exam	Theoretical and practical lecture	Privacy and Problems Legal Issues of Smartphone Advertising	Identifying privacy and the problems Legal Issues of Smartphone Advertising	3	28
Discussion, visual presentation, and exam	Theoretical and practical lecture	Applied Examples of Smartphone Advertisements	Identifying the most important applied examples of smartphone advertisements	3	29
Final exam	Written	Exam	Final test	3	30

11. Course evaluation

Distribution of the grade out of 100 according to the tasks assigned to the student, such as daily preparation, daily and oral exams, monthly and written exams, reports, etc.

Preparation and class participation: 10 marks .٥٥

Monthly test: 30 marks .و.و

Final exam: 60 marks .ز.ز

Total = 100 marks .ح.ح

12. Learning and teaching resources

Curriculum of the University of Nasiriyah, College of Media	Required textbooks
Heizer, J. & Render, B., Operations .B .Management Stevenson, W. J., Operations Management .C	Main references
Electronic Advertising: Contemporary Concepts and Strategies, by Dr. Reem Omar Rashitah	Recommended supporting books and references
Scientific journals and research on electronic advertising management, both media-related and humanities-related.	Electronic references, internet websites