



Course Description Form: Fundamentals of Information Technology

Course name .1
Fundamentals of Information Technology
Course code .2
ITF
Semester and year .3
2026- 2027
Date of preparation of this description .4
15/10/2026
Available forms of attendance .5
In-person
Total study hours .6
study hours 90
Name of course coordinator .7
Assist. Prof. Dr. Ayad Hameed Musa
Course objectives .8
General objectives of the course: Enabling the student to understand the digital infrastructure on which the modern advertising .1 world depends, and how to exploit it to solve communication and marketing problems Developing the practical technical skills necessary to design, implement, and evaluate digital .2 advertising campaigns Enhancing critical thinking in selecting and using the technological tools appropriate to each .3 advertising context Detailed cognitive and skill objectives: :Understanding the technical basis of the digital environment .1 :Mastering basic programming and design tools .2 :Analyzing data and extracting insights .3 :Understanding digital communication platforms and modern technologies .4 :Digital security and professional ethics .5 :Managing digital advertising projects .6
Teaching and learning strategies .9
:Teaching strategies (role of the lecturer) .1 .1 :Contextualized Learning .2 Linking each technical concept to its direct application in advertising. Example: we do not study .3 "databases" theoretically, but rather study how social media platforms store user data to enable ad targeting :Live Demos .4

Direct demonstration of real tools: opening a sample Google Analytics account, running the .5
.Facebook Ads platform (demo mode), and using project management tools

:Project-Based Learning .6

Dividing students into teams (mini advertising agencies) and assigning them a final project: .7
planning and implementing a limited digital advertising campaign for a hypothetical or real
project (for a student organization, for example). The project goes through all stages: from
.setting the strategy to analyzing the results

8. Immediate Feedback:

Especially in the practical aspect (design, spreadsheets), providing quick feedback during practical
sessions to correct course immediately.

2. Learning strategies (role of the student):

- **Active Learning and Participation:**
 - **Simulations:** using advertising simulation platforms (such as Facebook Blueprint Demo or Google Skillshop Simulations).
 - **Case Studies:** analyzing successful and failed advertising campaigns from a technical perspective (what did they use? how did they target? how did they measure results?).
 - **Brainstorming:** for example: "How can AR technology be used to promote product X?"
- **Collaborative Learning:**
 - **Working in groups** on tasks and projects, simulating the environment of advertising agencies where a designer, a copywriter, an account manager, and a campaign manager work together.
- **Problem-Solving Learning:**
 - **Presenting challenge scenarios:** "The conversion rate is low, the data indicates such-and-such; which tools would you use to analyze the problem and what solutions do you propose?"
- **Self-Directed Learning:**
 - **Encouraging students** to explore new free tools (a hashtag analysis tool, an infographic design tool), and to submit a brief report on their usefulness for advertising.

3. Activities and practical applications:

- **In-class activities:**
 - **Analyzing a particular advertisement** and guessing the target audience based on its characteristics.

- A quick exercise on using basic Excel functions (VLOOKUP, Pivot Tables) to analyze data from a hypothetical campaign.

Course structure .10

First Semester

Assessment method	Learning method	Unit name	Learning outcomes	Number of hours	Week number
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion with practical application	Introduction to technology in the advertising industry	The student becomes familiar with an introduction to technology in the advertising industry	3	.1
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion with practical application	Components of the digital system (hardware) for advertising	The student becomes familiar with the components of the digital system (hardware) for advertising	3	.2
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion with practical application	Computer networks and the Internet: the backbone of digital advertising	The student becomes familiar with computer networks and the Internet: the backbone of digital advertising With practical application	3	.3
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion with practical application	Colors and web page formatting	The student learns about colors and web page formatting	3	.4
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion with	Fonts and how to control the properties of the website	The student learns about fonts and how to control the	3	.5

	practical application		properties of the website		
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion with practical application	Paragraphs and lists in website page design	The student becomes familiar with paragraphs and lists	3	.6
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion with practical application	Introduction to databases and audience targeting	The student becomes familiar with an introduction to databases and audience targeting	3	.7
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion with practical application	Data analysis using	The student learns data analysis using	3	.8
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion with practical application	Data analysis using Excel/Sheets	The student learns how to insert tables into a web page	3	.9
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion with practical application	Web analytics using Google Analytics	The student learns how to perform web analytics using Google Analytics	3	.10
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion with practical application	Advertising on social media platforms (Facebook/Instagram)	The student learns how to advertise on social media platforms (Facebook/Instagram)	3	.11
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion with practical application	Email marketing	The student becomes familiar with email marketing	3	.12

Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion with practical application	Project management and collaborative work tools	The student learns project management and collaborative work tools	3	.13
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion with practical application	Making search engines find the website	The student learns how to make search engines find the website	3	.14
First semester exam, practical + theoretical					.15
Second Semester					
Assessment method	Learning method	Unit name	Learning outcomes	Number of hours	Week number
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion with practical application	CSS basics	The student becomes familiar with CSS basics	3	.16
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion with practical application	How to assign CSS properties to HTML elements	The student learns how to assign CSS properties to HTML elements	3	.17
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion with practical application	Designing a structural template for a page with an HTML and CSS view	The student learns to design a structural template for a page with an HTML and CSS view	3	.18
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion with practical application	All CSS properties	The student becomes familiar with all CSS properties	3	.19
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion with	Designing a web page using HTML and CSS	The student learns to design a web page using HTML and CSS	3	.20

	practical application				
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion with practical application	Basic video editing for advertising content	The student learns how to perform basic video editing for advertising content	3	.21
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion with practical application	Emerging technologies in advertising (artificial intelligence)	The student becomes familiar with an introduction to emerging technologies in advertising (artificial intelligence)	3	.22
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion with practical application	Emerging technologies in advertising (augmented reality and virtual reality)	The student learns emerging technologies in advertising (augmented reality and virtual reality)	3	.23
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion with practical application	Digital security and digital advertising ethics	The student learns digital security and digital advertising ethics	3	.24
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion with practical application	Preparing the presentation and digital portfolio	The student learns to design a complete website using WordPress	3	.25
Second semester exam, practical + theoretical				3	.26
Final exam					.27

Course evaluation .11

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

20 (marks for the first semester): 15 theoretical and 5 practical

20 (marks for the second semester): 15 theoretical and 5 practical

Annual coursework mark 40 and 60 marks for the final exam

Learning and teaching resources .12

Curriculum of the University of Dhi Qar / College of Media .1

