

## Form no. (11b)

### Knowledge and skills matrix for Media Management program

Course	Knowledge and understanding	Intellectual skills	Professional skills	General skills
<p><b>MD211 Marketing the Arts</b></p>	<p>Present and demonstrate to students the fundamentals of marketing the arts.</p> <p>Understand the concept of arts marketing as one of the recent developments in the field of marketing.</p> <p>Distinguish between the different types of arts and their audiences.</p> <p>Know the processes of segmenting, targeting and positioning.</p>	<p>Analyze and explain how art organizations have different marketing orientations through discussions, assignments and teamwork projects.</p>	<p>Develop marketing mix and strategies for arts organizations</p>	<p>The ability to develop marketing mix, tools and strategies through written marketing plan for business and arts organizations</p>
<p><b>CR411 Multimedia Technology</b></p>	<p>Better understand the different elements of multimedia technology.</p> <p>Know how these elements are used to make logo design that matches with slogan and brand names and to use E-commerce applications (website, advanced presentation,</p>	<p>Apply design methodologies to the design of e-business and multimedia projects.</p> <p>Illustrate the principles of the Internet, web sites,</p> <p>Interactive multimedia and their</p>	<p>Acquire and develop their skills to use the multimedia tools and techniques.</p>	<p>Consolidating the understanding of taught material, and development of their design and creative skills.</p>

	tutorials ...).	designs including the management of web servers and sites, tuning and performance aspects		
<b>MD212 Introduction to Mass Media</b>	<p>Illustrate the major developments of media history.</p> <p>Comprehend the nature and impact of media regulation.</p> <p>Recognize and discuss ethical and informal controls of the media.</p>	<p>Apply the use and Impact of various media forms.</p> <p>Discover, criticize and discuss the societal impact of mass communications.</p>	<p>Assess a variety of career options in the mass media.</p> <p>Ability to develop communication messages through selected media channels</p>	<p>Gain experience in dealing with the different perspectives and approaches of mass communication.</p> <p>Ability to discover and use the most crucial and significant forms of media in modern and contemporary societies, including print media (newspapers, books, magazines), broadcasting, sound recording, film and video, advertising, motion pictures and the internet.</p>
<b>MD213 Legal aspects arts and entertainment</b>	<p>Comprehend different issues in business dealings in the media, arts and entertainment industries and be able to recognize where legal problems may arise.</p> <p>Demonstrate knowledge of entertainment law, copyright and</p>	<p>Describe the different components of contracts.</p> <p>Recall the legal issues related to new media technologies.</p> <p>Recognize where legal problems</p>	<p>Analyze ethical and legal issues related to intellectual property rights, contracts, licensing agreements, and agency agreements.</p>	<p>Ability to use and explain the roles, responsibilities and practical considerations of legal counsel in the media and entertainment industry through study of fundamental transactions in key industry sectors—motion pictures,</p>

	<p>other intellectual property rights, contracts, and licensing agreements.</p> <p>Comprehend the roles and responsibilities of media representatives in the entertainment industries.</p>	<p>may arise in media industry.</p>		<p>television, music, theatre and book publishing.</p>
<p><b>MD221 Media Ethics and Society</b></p>	<p>Comprehend different media ethics imperatives and philosophies and relate the role of online social networking to new media ethics.</p> <p>Identify the fundamental ethical consequences of media related decisions.</p>	<p>Recognize, and analyze the social networking phenomenon and potential ethical issues they might find within the media industry.</p>	<p>Build and develop social campaigns</p> <p>Create online communities and engagement.</p>	<p>Gain moral and professional conduct within various social online communications contexts.</p>
<p><b>MD222 The Business of broadcasting</b></p>	<p>Demonstrate knowledge of the television business, the operational structure of stations and networks, the development of cable and satellite broadcasting, and the programming policies and strategies of the present broadcasting industry.</p>	<p>Assess the demands of broadcast advertising and incorporate.</p> <p>Apply personal skill of preparing a professional quality production for television or radio, journalism with effective broadcast.</p> <p>Assess the demands of broadcast</p>	<p>Develop interrelated and creative steps for various broadcasting shows and news.</p>	<p>Gain experience in the professional world of broadcasting and develop skills in the creative, technical, and business aspects of the broadcasting industry.</p>

	<p>Describe the historical progression of broadcasting business in the world.</p> <p>Comprehend the different tools of broadcasting.</p>	<p>advertising (TV, journalism, radio, movies) and develop their personal skills to prepare an effective broadcasting program.</p> <p>Recall the copyrights, trademarks, and rights of publicity within the broadcasting business.</p>		
<p><b>MD223 Media Economics</b></p>	<p>Demonstrate strong knowledge of the economic theory applied to the analysis of mass media industries.</p> <p>Describe economic theory and research giving analytical tools for understanding mass media performance.</p> <p>Understand the economics of contemporary radio and motion pictures.</p>	<p>Assess the Impact of advertising and other media forms on the economy.</p> <p>Initiate creative thinking to explain the economic analysis of competition within mass media and advertising industries and defines the structure.</p>	<p>Ability to use different economic models and conduct economic analyses for media organizations</p>	<p>Assess and conduct economic analyses of mass media behavior and performance.</p>
<p><b>MD311 Financial management for media operations</b></p>	<p>Identify different financial decisions in real life situations.</p> <p>Know how to allocate the media resources and recall different ways that can increase the income for the</p>	<p>Explain how independent financial management and revenue generation enhances the ability of media companies to act independently of government.</p>	<p>Develop action plans, usually in the form of a business plan, and work with actual or simulated financial data.</p>	<p>Ability to use various tools and techniques for building a modern budgetary planning and developing and analyzing financial management processes in</p>

	<p>independent media companies.</p> <p>Understand the nature of financial services and the different financial markets in relation to the media industry.</p>	<p>Develop the skills of future media managers who can compare different approaches to financial management problems.</p>	<p>Ability to explore the finance profession in the media industry inform of taking major financial decisions.</p>	<p>independent media companies.</p>
<p><b>A316 Marketing management</b></p>	<p>Demonstrate knowledge of the basic concepts and techniques of marketing management and strategy with an emphasis on creating customer value and building customer relationships. Describe how a company manages its product/service mix to build brand equity.</p>	<p>Analyze factors that affect a company's marketing strategy including both internal and external environmental factors (SWOT analysis).</p> <p>Analyze and examine the major internal and external forces that affect buying behavior of both consumers and businesses.</p> <p>Analyze and explain how a company develops and manages its marketing mix and how the strategies change over the product life cycle</p>	<p>Create marketing plans for existing and new product within a real company using information gained from primary and secondary research.</p>	<p>Develop the planning and analytical skills necessary to manage marketing plans and strategy.</p>
<p><b>MD312 Digital media</b></p>	<p>Comprehend the different traditional and digital media designs.</p> <p>Understand the roles of multimedia producers, web content creation</p>	<p>Design and create traditional media, print and digital media projects that demonstrate effective use of established design principles for typography, color, images,</p>	<p>Employ essential tools used to create both traditional and digital media through following a methodological design process.</p>	<p>Ability to articulate and apply the basic principles and processes used in traditional and digital graphic and multimedia design.</p>

	specialist, web designers, multimedia graphic production artist, digital video specialist, interactive/technical writer, and multimedia project manager	animation, sound and video.  Use text, graphics, audio and video, and digital media, which give the power to shape ideas and deliver messages in a sophisticated digital environment of every profession.	Create original designs and express them in traditional, print and animated digital formats.  Produce digital media to support an assigned virtual client	
<b>MD313 Reporting and Writing for the Media</b>	Ability to apply basic knowledge and concepts of how to report and write various media stories  Understand the basic concepts of news gathering and news writing  Understand the basics of writing for the web and writing for the broadcast, emphasis will be on reporting, or on the gathering of information, and then turning that raw information into readable, informative and, at times, compelling stories for a mass audience.	Analyze and explain the general principles of media writing; develop and apply media reporting and writing skill	Develop various reporting and writing skills  Develop strategies for news gathering and news writing  Acquire the various rules and application needed in today's reporting and writing field in media	Ability to understand reporting methods and ethics  Ability to think critically about writing for the media (specifically broadcast journalism, public relations and advertising)  Ability to learn the basic forms of news writing, particularly the inverted pyramid news story
<b>MD 314 Media Theory and</b>	Present and demonstrate to students the core concepts and	Analyze and explain how different communication, media, cultural, and	Demonstrate the ability to critically analyze media	The ability to put into practice different communication, media,

<p><b>Design</b></p>	<p>theories found in the field of media.</p> <p>Understand the social and cultural implications of media</p> <p>Understand basic communication, media, cultural, and semiotic theories.</p> <p>Understand foundational development concepts including goal-oriented research, idea development, analysis, process, design and production</p> <p>Understand foundational ethical principles.</p>	<p>semiotic theories are used in the field of media</p>	<p>design, both in written and verbal form, from a variety of theoretical perspectives</p>	<p>cultural, and semiotic theories.</p> <p>The ability to analyze media design from a variety of theoretical perspectives</p>
<p><b>MD321 Journalism Studies</b></p>	<p>Present and demonstrate to students the fundamental of journalism.</p> <p>Reveal to students the different means of gathering news and Getting knowledge</p> <p>Know the process of writing news stories and feature articles fluently, concisely and clearly.</p>	<p>Analyze and explain how journalism can be conducted; the process of writing news stories and feature articles.</p> <p>Explain the process of writing publishable news under deadline pressure.</p>	<p>Acquire the proficiencies needed in using the different techniques and technologies that are commonly used in newspaper and magazine production</p> <p>Develop the understanding of journalism process and the practices and</p>	<p>The ability to write news stories and feature articles</p> <p>The talent to write publishable news under deadline pressure</p> <p>The ability to use the Internet as a resource in order to stay updated in current events in business, politics, the arts, finance, science, media and international affair</p>

	Understand the elements of Associated Press style		importance of mass media.	The ability to understand journalistic ethics.
<b>MD322 Advertising and Media Planning</b>	<p>Identify and comprehend the nature, role and importance of marketing communications as both a managerial tool and a significant component of our daily lives.</p> <p>Better understand and distinguish the various types of advertising media.</p> <p>Present the underlying processes, meanings, and issues implied by marketing communications.</p> <p>Demonstrate the fundamentals of Developing an integrated marketing communications strategy.</p> <p>Know the process of Developing a media plan.</p> <p>Know the method of applying the communications objectives, strategies and techniques to different mass advertising methods</p>	<p>Analyze the role of advertising in a changing business environment and examine the media planning process.</p> <p>Examine and explain how advertising have different market orientations</p> <p>Critically analyze the different perspectives of theory in understanding and producing marketing communications programs.</p>	<p>Ability to develop a media plan (acquire the knowledge in applying different communication aims, strategies and techniques to different advertising methods for the current market).</p> <p>Assess and evaluate the key factors in the contemporary marketing communications from a number of perspectives.</p> <p>Acquire and develop various skills that aid in the production of an integrated marketing communications strategy.</p> <p>Describe the role of PR, event and cause sponsorship in marketing.</p>	<p>Consolidate the understanding of the different advertising media in the market.</p> <p>The ability to develop media plans and apply the various marketing and communication techniques to different mass advertising.</p> <p>The ability to discover and use the most fundamental and significant forms of advertising.</p> <p>Gain experience in conducting diverse advertisement forms (marketing communications programs).</p> <p>The ability to evaluate the key factors in contemporary marketing communications from a number of perspectives.</p> <p>The capability to develop integrated marketing</p>

	<p>for that market.</p> <p>Distinguish between the role of PR, event and cause sponsorship in Marketing.</p>			communications strategy.
<p><b>MD323</b> <b>Radio Production</b></p>	<p>Present and demonstrate the key terms and technical concepts of radio broadcasting.</p> <p>Better understand the different types of radio programming.</p> <p>Distinguish the different styles and tools of radio broadcasting.</p> <p>Demonstrate an understanding of the elements involved in producing a daily radio program and the procedure in making the program powerful.</p>	<p>Apply the key terms and technical concepts of radio broadcasting.</p> <p>Discover and apply the speaking and listening skills needed for radio broadcasting.</p>	<p>Assess and apply the elements involved in producing a radio platform and broadcasting the program.</p> <p>Acquire and develop the needed voice quality and communication skills in order to engage and hold an audience.</p>	<p>Consolidate the understanding of the key terms and technical concepts of radio broadcasting and the production of a radio program.</p> <p>The ability to understand the different types of radio programming.</p> <p>Gain experience in developing personal strengths on a radio program and how to sell them to potential employers.</p> <p>Gain practice in voice quality and communication skills.</p>
<p><b>MD324</b> <b>Research Method for Media</b></p>	<p>Present the essential facts, concepts, principles and theories relevant to research methods concerning media organizations</p> <p>Know the process of designing a</p>	<p>Analyze and explain how key terms in scientific research such as research problem, hypothesis and variables in order to gather and analyze data for a specified problem</p>	<p>Apply the research method on topics concerning media management design a research project - indicating hypotheses, best data collection method,</p>	<p>Gain familiarity with the conduction of scientific research</p> <p>The ability to identify appropriate data collection techniques for a given research problem</p>

	<p>research project - indicating hypotheses, best data collection method, best way to analyze data</p> <p>Distinguish and explore both qualitative and quantitative approaches of research in order to gain better understanding the different approaches for solving a particular problem in the field of media management</p> <p>Identify and recognize the appropriate data collection techniques for a given research problem</p> <p>Illustrate and understand the ethical situations that might arise in mass media research</p>	<p>found in media issues</p> <p>Apply the research methods to projects concerning media management topics</p>	<p>and best way to analyze data.</p> <p>Use laboratory and market studies to carry out qualitative or quantitative method research.</p> <p>Observe, record and analyze data in laboratory as well as in the market field.</p> <p>Use appropriate specialized computer software to conduct quantitative analysis.</p>	<p>Consolidate the understanding of ethical situations that might arise in mass media research</p> <p>Help students do basic statistics procedures using SPSS (Perform simple statistical tests on a provided dataset using SPSS and Interpret results of statistical tests)</p>
<p><b>MD325</b> <b>Storytelling</b></p>	<p>Present and demonstrate the fundamentals of storytelling (basic narrative and screenwriting techniques related to form and content).</p> <p>Better understand the principles of story design in writing for film and</p>	<p>Apply the stages of the writing process effectively (illustrate the basic narrative and screenwriting techniques related to form and content).</p> <p>Discover and apply the fundamentals elements in</p>	<p>Acquire and develop the skills and techniques needed in producing the form and content of a specified story</p> <p>Develop the critical insight required in terms of basic</p>	<p>Identify fundamentals elements in developing a story.</p> <p>Develop different levels of creativity in telling a story</p> <p>Assess the scripts in terms of basic formatting, scene construction,</p>

	<p>television, including the way meaning is structured and perceived in the screen image.</p> <p>Illustrate the development of the completion of a short script, which can be enlarged/built upon in subsequent work.</p> <p>Better understand the different elements of the features film, broadcast television, corporate video, industrial video, mobile and Internet video.</p>	<p>developing story ideas.</p> <p>Illustrate the principles of writing of a script, and appreciate the level of creativity that it takes to develop a story “well” told.</p>	<p>formatting, dialogue, exposition and scene construction.</p> <p>Ability to develop creative stories (short screenplay or animated short scrip).</p> <p>Acquire the familiarity with basic industry terms and challenges associated with screenwriting and script development.</p>	<p>dialogue, and exposition.</p> <p>Ability to complete a short screenplay, or animated short script, suitable for development as a later project or possible thesis.</p> <p>Gain the necessary skills to compete and succeed in a highly competitive story-making field.</p>
<p><b>MD411</b> <b>TV Production</b></p>	<p>Present and exhibit the practical experience in studio television production and associated skills with emphasis on “team” approaches.</p> <p>Illustrate the development and process of TV production</p> <p>Understand the various concepts and topics concerning TV production such as personnel functions, equipment functions and the creative functions of visual</p>	<p>Analyze and explain major aspects of television production including camera skills, producing, directing, lighting and audio.</p>	<p>Acquire and develop the vital and significant skills in the usage of major pieces of equipment involved in studio television production</p>	<p>Ability to discover the responsibilities of television production personnel.</p> <p>Develop skills in the use of major pieces of equipment involved in studio television production.</p> <p>Capability to demonstrate major aspects of television production including camera skills, producing, directing, lighting and audio.</p> <p>Ability to enhance awareness of</p>

	<p>programming.</p> <p>Acquire an understanding of the financial and time constraints involved in television production.</p>			<p>ethical and personal responsibilities involved in production.</p>
<p><b>MD412</b> <b>Entertainment</b> <b>Business</b></p>	<p>Understand the concepts, analyses, and activities that comprise the management of global entertainment enterprises, and to provide practice in assessing and solving related business problems.</p> <p>Comprehend extra insight into various management functions within the entertainment industry.</p> <p>Better understand the different elements of the entertainment business. Presents a value-added, “real world” education in the marketing of entertainment products with a considerable focus on customer or user experience.</p> <p>Understand the concepts of entertainment business, including learning about distribution and exhibition, marketing and building</p>	<p>Analyze and explain how entertainment businesses have different marketing orientation through discussions, assignments, and teamwork projects.</p> <p>Discover, criticize, and discuss the basic and unique concepts, terms, and management principles that apply to the entertainment industry.</p>	<p>Gain and develop the familiarity with key strategic issues that cut across the entire entertainment and business landscape.</p> <p>Assess and appreciate the challenge involved in marketing and managing entertainment in the rapidly changing technological and global environment.</p>	<p>Gain a framework for understanding entertainment management strategies in the global marketplace.</p> <p>Gain familiarity with key strategic issues that cut across the entire entertainment and business landscape.</p> <p>Understand the basic economic principles underlying all aspects of the entertainment industry.</p> <p>Understand marketing and other functional aspects of managing global entertainment enterprises.</p>

	audience awareness, research applications, and preparation for career in the industry.			
<b>MD413 Media Management and Leadership</b>	<p>Better understand the principles of modern leadership, management theories and its practices.</p> <p>Present and explain the application of the concepts concerning Media Management and Leadership in the media organizations that not only have the obligation to serve stakeholders' interests but also have the obligation to serve the public interests.</p> <p>Comprehend the nature and impact of the complex problems of media organization, especially the challenges of dealing with creative people.</p>	Demonstrate a high level of competence in identifying, defining and solving problems of media organization by applying the modern leadership, management theories and its practices.	<p>Ability to develop the skills necessary to manage and lead media organization.</p> <p>Develop a business and management plan for media organizations.</p> <p>Acquire and develop various management and leadership skills in order to recruit, hire, train, and develop people in media organizations.</p>	<p>Gain experience and awareness in the principles of modern leadership, management theories and its practices.</p> <p>Ability to develop an organizations' vision, mission, &amp; leadership methods in order to help create an innovative, effective, and team-spirited service-oriented culture.</p> <p>Consolidate the understanding of creating new ideas, technologies, content, and ways to structure, manage, and inspire people.</p>
<b>MD414 Media Production</b>	<p>Present an overview of media production.</p> <p>Understand different elements of media production using the media tools of photography, film, video,</p>	<p>Analyze results of numerical models and appreciate their limitations.</p> <p>Apply numerical models computational techniques to</p>	Acquire and develop the vital principles of production in media aesthetics, photography, audio, video, and film.	Develop skills to be media makers who will redefine media tools and create new forms to produce effective media.

	<p>audio production, and interactive media.</p> <p>Know how participating in hands-on group projects uses these elements.</p> <p>Distinguish between the tools used for the collection, processing, construction, and presentation of material in aural and visual media as well as some of the general principles of maintenance.</p>	<p>engineering problems.</p> <p>Apply different techniques in in media production in order to create a deep understanding of the technologies that underlie the complete media-production.</p>	<p>Achieve professional standards in the creative use of audio, film, video and photography exploring how creative ideas and new technologies can be combined.</p>	<p>Ability to produce the messages that will improve the cultural, social, political, and spiritual landscape of the future.</p> <p>Ability to achieving a complete media production chain.</p>
<p><b>MD415</b> <b>Image Capturing and Manipulation</b></p>	<p>Better understand and demonstrate the basic knowledge, concept and principles of digital imaging and the tools and techniques of image capture, creation, manipulation, and integration of still images.</p> <p>Present and demonstrate the aesthetic, technical, and conceptual practices of image making.</p> <p>Recognize, understand, and discuss the composition, layout, color theory, image capture, and output using industry-standard software.</p>	<p>Analyze and explain how media organizations have different broadcasting, channels, and methods for creating image capture and manipulation.</p> <p>Apply digital Imaging Concepts and Terminology.</p>	<p>Gain and develop skills and experiences in the application of software for digital imaging utilizing knowledge of file formats, image resolution, color models, file management, image optimization, storage, import and export for packaging and distribution.</p>	<p>Ability to create graphics using image manipulation software</p> <p>Consolidate the understanding of the Color Theory Concepts and Terminology (Analog and Digital/Screen and Print/Color system)</p> <p>Ability to discover the acquisition of imagery from a variety of sources.</p> <p>Gain experience in scanning, printing, and image creation</p>

<p style="text-align: center;"><b>MD416</b> <b>Graduation Project</b> <b>1</b></p>	<p>Present an overview of actors, markets and audiences in the broad field of media business.</p> <p>Recognize and discuss the issues found in the existing markets and the constellation of interacting lines of business is mandatory for assessing the potential of media products and services.</p> <p>Present and demonstrate the practice of operational and strategic marketing in media corporations is subject to closer examination in this course.</p> <p>Distinguish between the common factors that determine the legal framework for media operations on most national and international levels.</p> <p>Discuss and present the view on financing challenges and problems arising in context of specific media</p>	<p>Get familiar with the framework behind leadership competence as communicated throughout modern business philosophy</p> <p>Understand the concept of controlling within the framework of corporate organizations of the media industry</p> <p>Critically reflect and apply cases of change and innovation in the media industry</p>	<p>Derive and assess indicators affecting media business infrastructure and dynamics</p> <p>Develop the comprehension of the key areas of corporate organization, their particular role, workflow and interaction with other divisions and associated organizations</p>	<p>Ability to develop familiar with forms of organization and workflows of corporate marketing divisions in the media industry</p> <p>Consolidating the understanding of the broad legal implications affecting media projects and business operations</p> <p>Ability to discover the principle, regulatory and practical dimension of financial planning and reporting in media industry environment</p>
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	<p>projects.</p> <p>Illustrate the foundations of all previous themes, this media management course focuses on identifying criteria that effect processes of change and innovation in the media industry.</p>			
<p><b>MD421</b> <b>Motion Picture</b> <b>Marketing</b></p>	<p>Recognize and discuss the basic understanding of the key business issues relating to producing, distributing, marketing, and exploiting feature films.</p> <p>Present and demonstrate the fundamental concepts concerning the general paradigm of the movie business.</p>	<p>Analyze and explain how media organizations related to the motion picture industry have different marketing orientations through discussions and assignments.</p> <p>Discover, criticize and discuss the vital concepts concerning the general paradigm of the movie business and motion picture marketing.</p>	<p>Acquire and develop various skills to use multimedia tools and techniques concerning motion picture marketing</p> <p>Develop marketing strategies concerning operation of independent and chain film houses</p> <p>Assess a variety of concepts and issues that are found in motion picture marketing such as: distribution, film revenues, sales, contracts, advertising, and promotion.</p>	<p>Gain experience and understanding commercial aspects of film distribution and exhibition.</p> <p>Ability to develop and comprehend operation of independent and chain film houses, including distribution, film revenues, sales, contracts, advertising, and promotion.</p>

<p align="center"><b>MD422 Editing for the Media</b></p>	<p>Present the operation of computerized digital, nonlinear editing techniques and linear online edit sessions.</p> <p>Know the process of operating desktop, non-linear digital editors to create various forms of video for education, entertainment, and special events, commercial and industrial applications.</p> <p>Discuss the practicalities and aesthetics of editing so that students can put their best film forward.</p> <p>Reveal and illustrate the editing and the postproduction process so they can complete their film, pictures or video during or following the course.</p> <p>Recognize and discuss numerous topics concerning the editing for the media and allow different representatives from various</p>	<p>Demonstrate and apply the skills and familiarity with editing terms, fundamentals and prepare footage for editing their project on a digital editing system or on film.</p> <p>Apply various methods and techniques in order to develop hands-on experience to foster basic editing skills performance.</p> <p>Illustrate the principles of animation methods and techniques.</p>	<p>Acquire and develop the skills needed to discover how to edit films, audio videos, digital video, and pictures.</p> <p>Ability to develop and assess the combine technical competence with their imagination and creativity through created projects.</p>	<p>Begin editing projects, aiming for a finished "First Cut".</p> <p>Ability to edit projects: make an overlap, cut in a reaction, work with mismatches, finesse the pacing of a scene, and address action, dialog, and montage scenes.</p> <p>Ability to demonstrate non-linear editing equipment, including editing a video sequence to synchronize to a musical or narrated soundtrack.</p> <p>Ability to develop an understanding of the importance of time management, cooperation technical capabilities of production/editing personnel.</p> <p>Ability to demonstrate a post finishing processes: Digital play out, tape online, film negative cut, DVD authoring, and Digital</p>

	related fields may be invited to speak.			Intermediate.
<b>MD423 Graduation Project 2</b>	<p>Presents a better understanding of the capacity to elaborate a scientific topic in step with academic working standards and to have a practical view on current media industry challenges.</p> <p>Distinguish the different approaches based on causal coherence combined with certain conditions.</p> <p>Better understand the qualitative statements that require an explanation of the context, in which the stated causal relation can be observed.</p> <p>Present and demonstrate the theories used in the context of reasoning will have to be defined in favor of transparency and the principles of scientific standards (concept specification).</p>	<p>Analyze and explain the research steps involved in media management</p> <p>Illustrate the principles of media management through the conduction of a team assignment, which is to be written/produced parallel to the project outline.</p> <p>Discover, criticize, discuss, and elaborate various selected projects through presentations.</p>	<p>Acquire various theories in media management that are used in the context of reasoning and develop media management strategies in favor of the principles of scientific standards.</p> <p>Assess the ability to develop an academic research focusing on a topic in media management that relates to a practical view on current media industry challenges.</p>	<p>Ability to demonstrate advanced scientific skills with regard to media industry challenges (preferably in a business science context)</p> <p>Deepen and consolidate the understanding of the scientific patterns of thought and academic working style</p> <p>Ability to develop systematic thinking skills in general</p>

<p style="text-align: center;"><b>MX221 Arts Entrepreneurship</b></p>	<p>Present and demonstrate the knowledge to determine the suitability of starting and running a business.</p> <p>Provide the practical knowledge and aspects of running a business.</p> <p>Recognize and discuss the awareness of the basic problems of pursuing a business opportunity and be able to demonstrate the planning process of a business start-up.</p>	<p>Illustrate the principles of acquiring a wide range of entrepreneurship methods for the creation of a business plan.</p>	<p>Acquire and develop the needed skills to conduct proficient strategies for opening and running a business in the media management field.</p>	<p>Ability to formulate a step-by-step approach for executing, and launching a business.</p> <p>Ability to apply logic to entrepreneurial situations</p> <p>Consolidate the understanding of the process of business plan creation; and be able to create a business plan</p>
<p style="text-align: center;"><b>MX222 Media and Middle East Politics</b></p>	<p>Present how globalization is increasing and that media does not affect its origin country only but also it affects every country and its political system in the world.</p> <p>Comprehend and examine the function, performance and effect of the new media in middle east society.</p> <p>Recognize and discuss the relationship and the effect of media organizations and the political</p>	<p>Analyze and explain the rich and interdisciplinary theoretical literature connected with politics and media in the Middle East</p>	<p>Acquire and develop the conception of how globalization and politics are affecting the Middle East.</p> <p>Assess a variety of current event issues with specific attention to the effects of new media</p>	<p>Ability to understand the theoretical issues around the relationship between media and the political process</p> <p>Ability to critically assess the various theoretical frameworks used to explain the relationship between media and community in various disciplines and to apply them in personal research projects or specific case studies</p> <p>Ability to acquire different ways of</p>

	<p>systems in the middle east by reviewing recent literature, analyzing relevant case and criticizing this media effect over the middle east.</p>			<p>examining the relationship between media and politics.</p>
<p><b>MX321</b> <b>Advanced Topics in Media Management</b></p>	<p>Present an introduction to issues of concern to managers in the information age.</p> <p>Understand various concepts and topics in media management: include understanding new media and its implications for the future.</p> <p>The course is very practical and heavily centered on professional practice and work experience; it is an ideal course for those who wish to work in multimedia, broadcasting or general media industries, promotion, event management or publishing.</p>	<p>Analyze and explain a wide range of crucial and significant media management topics.</p> <p>Apply critical thinking skills regarding new media and their consequences.</p>	<p>Acquire and develop the skills and capabilities in order to explore different topics that are important in the field of media management (multimedia, broadcasting or general media industries, promotion, event management or publishing).</p>	<p>Ability to bring together the practical advice and the theoretical principles concerning various topics in the media management field.</p> <p>Ability to obtain a conceptual roadmap to new media issues</p> <p>Consolidating the understanding of the implications for journalism and society.</p>
<p><b>MX322</b> <b>Cultural Studies in Media</b></p>	<p>Present and reveal an exciting opportunity to study media, communication and culture.</p> <p>Better understand the different</p>	<p>Analyze and explain the link between culture &amp; civilization.</p> <p>Apply various theories concerning cultural studies in media in order to</p>	<p>Acquire and develop a broad understanding of the theoretical and the practical tools to examine</p>	<p>Ability to understand the effect of culture on media tools.</p> <p>Ability to analyze the effect of</p>

	<p>elements toward understanding the meaning of culture and its relationship with the element of civilization.</p> <p>Understand and discuss a wide range of approaches, including media studies related to the cultural studies.</p> <p>Examine the complexity of cultural life providing the conceptual tools with which we can understand the production of messages, images, signs and symbols.</p>	<p>comprehend countries habits and norms and perceiving the difference.</p> <p>The effect of culture over progress and development.</p> <p>Studying contemporary global issues in which the student can know the quality of these issues and its relationship with specific historical roots.</p>	<p>the relationships we have with media forms and practices, and also with communications and cultural institutions.</p>	<p>media in different cultural settings.</p> <p>Ability to comprehend various cultural aspects in the field of media management and mass communication.</p>
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