



Ministry of Higher Education and Scientific Research
Scientific supervision and evaluation device
Department of Quality Assurance and Academic
Accreditation
Accreditation Department

**Description of the
academic program**

College of Media - Department of
Digital Media
2024-2023

The Introduction:

The educational program is considered a coordinated and organized package of academic courses that include procedures and experiences organized in the form of academic vocabulary, the main purpose of which is to build and refine the skills of graduates, making them qualified to meet the requirements of the labor market. It is reviewed and evaluated annually through internal or external audit procedures and programs such as the external examiner program.

The description of the academic program provides a brief summary of the main features of the program and its courses, indicating the skills that students are working to acquire based on the objectives of the academic program. The importance of this description is evident because it represents the cornerstone of obtaining program accreditation, and the teaching staff participates in writing it under the supervision of the scientific committees in the scientific departments.

This guide, in its second edition, includes a description of the academic program after updating the vocabulary and paragraphs of the previous guide in light of the latest developments in the educational system in Iraq, which included a description of the academic program in its traditional form (annual, quarterly), in addition to adopting the description of the academic program circulated according to the book of the Department of Studies 3/2906. On 5/3/2023 with regard to programs that adopt the Bologna Process as a basis for their work.

In this area, we can only emphasize the importance of writing descriptions of academic programs and courses to ensure the smooth conduct of the educational process.

Academic program description form

University name: University of...Al-Kitab...

College/Institute: College of Mass Communication.....

Scientific Department: Department of Digital Media...

Name of the academic or professional program: Bachelor's degree... Communications...

Name of final degree: Bachelor's degree in... media....

Academic system: annual

Description preparation date: 4/20/2024

Date of filling the file: 4/20/2024

Signature:



Signature:

Name of department head:

م.أ. فوزان علي

Name of scientific assistant:

Date: 6.5.2024

Date:

Check the file before Division of Quality Assurance and University Performance

Name of the Director of the Quality Assurance and University Performance:

Date: 6.5.2024

Signature:



م.أ. سارة علي



Authentication of the Dean

Concepts and terminology:

Description of the academic program: The description of the academic program provides a brief summary of its vision, mission, and objectives, including an accurate description of the targeted learning outcomes according to specific learning strategies.

Course Description: Provides a necessary summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, demonstrating whether he or she has made the most of the available learning opportunities. It is derived from the program description.

Program Vision: An ambitious picture for the future of the academic program to be a developed, inspiring, motivating, realistic and applicable program.

The program's mission: It briefly explains the goals and activities necessary to achieve them, and also defines the program's development paths and directions.

Program objectives: These are statements that describe what the academic program intends to achieve within a specific period of time and are measurable and observable.

Curriculum structure: All courses/study subjects included in the academic program according to the approved learning system (semester, annual, Bologna track), whether it is a requirement (ministry, university, college, or scientific department), along with the number of study units.

Learning outcomes: A consistent set of knowledge, skills, and values that the student has acquired after the successful completion of the academic program. The learning outcomes for each course must be determined in a way that achieves the program objectives.

Teaching and learning strategies: They are the strategies used by the faculty member to develop the student's teaching and learning, and they are plans that are followed to reach the learning goals. That is, it describes all curricular and extracurricular activities to achieve the learning outcomes of the programmer.

1- Program vision

Developing educational media curricula in accordance with international standards that raise them to the global level that keeps pace with modern developments, building a knowledge research base in media sciences, communication and public relations by writing and publishing scientific research and books that contribute to enriching specialized knowledge.

2-Program message

The College of Mass Communication is one of the formations of Al-Kitab University, which specializes in providing academic programs to prepare distinguished graduates in the various fields of media and prepare them scientifically, professionally, and technologically to meet the needs of the labor market and the requirements of competition locally, regionally, and internationally, while raising the level of their commitment to social, professional, and ethical responsibility toward the citizen and community issues through scientific and practical training programs.

3- Program objectives

- Preparing a generation of graduates with solid scientific qualifications, based on modern scientific curricula and intensive practical training, to graduate media professionals capable of competing in the labor market.
- Spreading the principles of an enlightened, civilized and responsible media, committed to society's issues and aspirations, and adopting truth, objectivity, credibility and the culture of human rights as its platform.
- Developing students' skills in various media specializations, whether print journalism, radio, television, new media, advertising, or public relations, and qualifying students to compete in the labor market locally, regionally, or internationally, whether in print media such as newspapers, magazines, news agencies, or visual channels such as satellite television. Television or audio, such as radio stations, or electronic, such as websites and various social media platforms, or in public relations and the foundations of dealing with the public in governmental or private institutions, companies, or banks, as well as in the fields of advertising, marketing, and commercial promotion.

4-Programmatic accreditation

Associated with the Ministry of Higher Education and Scientific Research / Program accreditation has not been obtained

5-Other external influences

the library

6-Program structure

Program structure	Number of courses	Study unit	percentage	comments
Enterprise requirements	10			Basic
College requirements		39		
Department requirements				
summer training	2			
Other				

* Notes may include whether the course is core or elective.

1-Program description

Year/level	Course or course code	Name of the course or course	Credit hours	
			theoretical	practical
The first				
The first	Media1001	Principles of public relations	2	
The first	Media1002	Radio and television news	2	2
The first	1011Media	Photojournalism	2	
The first	Media1012	History of journalism	2	
The first	Media1005	Media language	2	
The first	Media1006	English	2	
The first	Media1007	Digital media education	2	

The first	Media1008	computer	1	1
The first	Media1009	Mass communication	2	
The first	Media1010	human rights	2	

2-Expected learning outcomes of the program

Knowledge

Creative thinking based on accurate information

Scientific ability that develops the student and his specialized idea

Developing scientific and intellectual trends for the student

Future outlook qualifies the student to work according to sound cognitive tools

Increase the ability to discuss and enrich knowledge

1. Skills
2. Community service with general implications
3. A sense of the feasibility of the specialty the student is studying
4. The student must have career recognition in his position among his distinguished peers
5. Developing students' abilities to participate and develop new ideas

3-Teaching and learning strategies

- Lectures
- homework
- Reports and research
- Continuous guidance
- Open and ongoing discussions
- Follow up on the work of institutions related to the department
- Brainstorming

4-Evaluation methods

- Daily surprise exams
- Monthly exams
- Mid-year and end-of-year exams
- Grades are given for class participation and homework
- Continuous observation of the student by his teaching staff
- Continuous student interviews
- Continuous open discussions with students

5-The teaching staff

Faculty members

Scientific rank	Specialization		Special requirements /skills (if any)	Preparing the teaching staff	
	General	Accurate Specialty		Permanent Employee	Temporary employee
Professor Sarah Mohsen Qader	Media	Permanent Employee	Permanent Employee	/	
Prof. Dr. Omar Ahmed Ramadan	Media	Permanent Employee	Permanent Employee	/	
Prof. Dr. Fouad Ali Ahmed	Media	Permanent Employee	Permanent Employee	\	
M.M. Sarah Alaa El-Din Sami	Media	Permanent Employee	Permanent Employee		
M.D. Ahmed Saeed Alwan	Arabic	Temporary employee	Temporary employee	\	
Dr. Qusay Jadoua Ahmed	English	Temporary employee	Temporary employee	\	
Prof. Dr. Breez Fattah Younis	Law	Temporary employee	Temporary employee	\	
M.M. Hamza Rahim Shehab	Diplomatic relations	Temporary employee	Temporary employee	\	

M. M. Ahmed Murad Muhammad	Calculators	Temporary employee	Temporary employee	\	
-------------------------------	-------------	-----------------------	-----------------------	---	--

Professional development

Orienting new faculty members

Paying attention to scientific research by new teaching staff so that it can have positive effects in lecturing and benefit from keeping pace with changes in the international arena by providing the department with new scientific research and adhering to ministerial administrative and scientific instructions, and asking new teaching staff to complete the teaching methods course and test the validity of teaching.

Professional development for faculty members

Developing the process of delivering information to the student by adopting modern learning strategies integrated in theory and practice, as well as field visits to institutions related to the specialty and participating in conferences, seminars and workshops that increase the teacher's information in the field of his specialization as a teacher and develop his ability and ability to perform his scientific and administrative tasks, and prepare a plan for developing Their skills through holding development courses (personal, administrative, legal, financial).

1-Acceptance criterion

Associated with the Ministry of Higher Education and Scientific Research

2-The most important sources of information about the program

Iraqi government universities, Arab and international universities, and workshops and seminars held in this regard.

3-Program development plan

It depends on the college's policy and plans for development by keeping up with continuous updates in the main departments specialized in program development.

M

Learning outcomes required from the programmer

Year/level	Course Code	Course Name	Essential or optional?	Knowledge				Skills				Value					
				1A	2A	3A	4A	1B	2B	3B	4B	1C	2C	3C	4C		
The first	Media1001	Principles of public relations	Basic	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	Media1002	Radio and television news	Basic	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	Media1003	Photojournalism	Basic	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	Media1004	History of journalism	Basic	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	Media1005	Media language	Basic	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	Media1006	English	Basic	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	Media1007	Digital media education	Basic	•	•	•	•	•	•	•	•	•	•	•	•	•	•

	Media1008	the computer	Basic	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	Media1009	Mass communication	Basic	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	Media1010	human rights	Basic	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•