

**Ministry of Higher Education and Scientific Research
Scientific Supervision and Scientific Evaluation Apparatus
Directorate of Quality Assurance and Academic Accreditation
Accreditation Department**



Academic Program and Course Description Guide

2026–2025

Introduction:

The educational program is a well-planned set of courses that include procedures and experiences arranged in the form of an academic syllabus. Its main goal is to improve and build graduates' skills so they are ready for the job market. The program is reviewed and evaluated every year through internal or external audit procedures and programs like the External Examiner Program.

The academic program description is a short summary of the main features of the program and its courses. It shows what skills students are working to develop based on the program's goals. This description is very important because it is the main part of getting the program accredited, and it is written by the teaching staff together under the supervision of scientific committees in the scientific departments.

This guide, in its second version, includes a description of the academic program after updating the subjects and paragraphs of the previous guide in light of the updates and developments of the educational system in Iraq, which included the description of the academic program in its traditional form (annual, quarterly), as well as the adoption of the academic program description circulated according to the letter of the Department of Studies T 3/2906 on 3/5/2023 regarding the programs that adopt the Bologna Process as the basis for their work.

In this regard, we can only emphasize the importance of writing an academic programs and course description to ensure the proper functioning of the educational process.

Concepts and terminology:

Academic Program Description: The academic program description 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 brief summary of the most important characteristics of the course and the learning outcomes expected of the students to achieve, proving whether they have 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 sophisticated, inspiring, stimulating, realistic and applicable.

Program Mission: Briefly outlines the objectives and activities necessary to achieve them and defines the program's development paths and directions.

Program Objectives: They 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 / subjects included in the academic program according to the approved learning system (quarterly, annual, Bologna Process) whether it is a requirement (ministry, university, college and scientific department) with the number of credit hours.

Learning Outcomes: A compatible set of knowledge, skills and values acquired by students after the successful completion of the academic program and must determine the learning outcomes of each course in a way that achieves the objectives of the program.

Teaching and learning strategies: They are the strategies used by the faculty members to develop students' teaching and learning, and they are plans that are followed to reach the learning goals. They describe all classroom and extra-curricular activities to achieve the learning outcomes of the program.

Academic Program Description Form

This academic program description provides a summary of the program's key features and the learning outcomes the student is expected to achieve, demonstrating whether the student has made the most of the opportunities available. It is accompanied by a description of each course within the program.

University Name: Sadr University of Iraq

Faculty/Institute:

Scientific Department: Media

Academic or Professional Program Name:

A program to teach how to manage media institutions in community service

Final Certificate Name: Bachelor of Media

Academic System: annual

Description Preparation Date . 2025– 2026

File Completion Date:

Signature:

Name of Acting Head of Department

M. M. Abdul Qader Saleh Hussein

Date : / / 2025

Signature:

Name of the Quality Representative in the

Department: **Dr. Salah Ghazi Ismail**

Date: / /2025

The file is checked by:

Department of Quality Assurance and University Performance

Director of the Quality Assurance and University Performance Department:

Date:

Signature:

Approval of the Dean

1. Program Vision

In the communications and technological revolution of our contemporary world, the department aspires to:

- Be a leading center of excellence in media education and research.
- Contribute to promoting community awareness and sustainable development.
- Meet the needs of Iraqi society with graduates capable of practicing their profession with high professionalism and objectivity, elevating them to a level of competitiveness in the labor market.

2. Program Mission

- Contributing to the development of the media industry at the local and regional levels.
- Participating in the sustainable development process in Iraq by providing support and advice to various institutions.
- Providing distinguished and reliable media content that serves the needs of society by enhancing students' skills and preparing them to be creative media professionals.

3. Program Objectives

The Department of Media aims to achieve specific educational and administrative objectives that enhance students' capabilities and enable them to contribute effectively to society and the media field. These objectives include:

- Teaching students current and future skills: Equipping students with the theoretical and practical skills necessary to keep pace with the demands of international media work.
- Enriching technical knowledge: Enabling students to acquire advanced technical knowledge through advanced training and in-depth education in media theories and professional ethics.
- Developing media fields in society: Preparing graduates capable of developing and improving media fields in society, and protecting them from media distortions.
- Enhancing the ability to persuade and confront: Preparing students to effectively and convincingly confront counter-propaganda and psychological warfare.

4. Program Accreditation

Nothing

5. Other external influences

- Ministry of Higher Education and Scientific Research.
- University of Baghdad, College of Media.
- Al-Mustansiriya University, Department of Media.

6. Program Structure				
Program Structure	Number of Courses	Credit hours	Percentage	Reviews*
Institution Requirements	–	–	–	–
College Requirements	–	–	–	–
Department Requirements	37	156	100%	–
Summer Training	–	–	–	–
Other	–	–	–	–

* This can include notes whether the course is basic or optional.

7. Program Description				
Year/Level	Course Code	Course Name	Credit Hours	
			Theoretical	practical
The first sat				
	51301011	Mass communication	2	-----
	51301014	Photojournalism	2	2
	51301017	Media language	2	–
	51301012	Journalistic editing	1	2
	51301015	Public relations	2	–
	51301018	English language	2	–
	51301019	Computer	1	2
	51301016	History of journalism	2	–
	51301010	Human rights and democracy	2	–
	51301013	Media and digital literacy	1	2

The second stage	51301020	Digital and computer technologies	2	–
	51301021	Communication theories	2	–
	51301022	Journalistic editing	2	2
	51301027	Media language	2	–
	51301028	English language	2	–
	51301025	Research methods	2	–
	51301023	Media economics	2	1
	51301029	Political communication	2	–
	51301042	Electronic journalism	1	2
The third stage	51301028	English language	2	–
	51301025	Research methods	2	–
	51301035	Media legislation	2	–
	51301031	Journalistic editing	2	2
	51301032	Public opinion	2	–
	51301038	The language of media discourse	2	–
	51301033	Investigative Reports	2	2
	51301034	Arab and international press	2	–
	51301035	Information technology	1	2

Fourth stage	51301044	Propaganda and rumor	2	–
	51301041	Management of media institutions	2	–
	51301045	Principles of press advertising	2	–
	51301043	Principles of journalistic production	1	2
	51301043	Specialized press	2	2
	51301047	Linguistic applications	2	–
	51301048	English language	2	–
	51301042	Electronic journalism	1	2
	51301049	Graduation research	–	2

8. Expected learning outcomes of the program	
Knowledge	
Cognitive objectives of the program	1– To educate the doctor about the importance of work and the importance of raising the level of communication with society and citizens in particular. 2– The student must possess correct and eloquent communication language, free of grammatical errors and pronunciation and spelling mistakes. 3– It is impossible to imagine standing in front of the camera with confidence and self-control. 4– Stay tuned in the media and digital media.

Skills	
Program Skill Objectives	1– The student will be able to use all devices and equipment related to recording media programs. 2– The student will master the method of developing radio and television programs and everything related to filming skills. 3– The student will master the skill of journalistic directing.
Ethics	
Emotional and value-based goals	1. The department aims to instill sublime human values in the souls of students. 2. It aims to instill a spirit of citizenship, love of the land, and sacrifice for the sake of the nation. 3. It aims to instill a spirit of cooperation among colleagues. 4. It aims to foster intimacy and love between students and teachers to ensure the success of the educational process.

9. Teaching and Learning Strategies
The department adopts various methods and strategies, including: 1. Dialogue and discussion. 2. Lecture. 3. Video lectures. 4. E-learning using computers to present academic material. 5. Field visits to media outlets to exchange views and perspectives to discuss ideas and improve performance.

10. Evaluation methods

The department evaluates performance through:

- 1 Written exams.
- 2 Practical tests.
- 3 Monitoring the development of students' behavior throughout the academic year and their response to the guidance provided by the department and the college's guidance unit, by examining their interactions with their peers and colleagues.

11. Faculty

Faculty Members

Academic Rank	Specialization		Special Requirements/Skills (if applicable)		Number of the teaching staff	
	General	Special			Staff	Lecturer
Professor Doctor	1	1				lecturer
Assistant Professor Dr	1	1			Staff	
Doctor teacher	1	1			Staff	
Assistant teacher	2	1			Staff	
Assistant teacher	2	2				lecturer

Professional Development
Mentoring new faculty members
1– Introducing new faculty members to the college and department's vision, mission, organizational structure, policies, and procedures. 2– Encouraging them to participate in seminars, courses, and scientific conferences inside and outside the college. 3– Instructing them to complete a scientific research project during the academic year.
Professional development of faculty members
The department develops an annual plan to develop the skills of its faculty members through their participation in courses, seminars, and conferences held inside and outside Iraq.

12. Acceptance Criterion
1– The student must have a preparatory school certificate (scientific, literary, commercial, or vocational). 2– The student's GPA. 3– The student's desire. 4– Comparison between departments.

13. The most important sources of information about the program

- 1 – The Department's Academic Committee.
- 2 The Department's Advisory Committee.
- 3 The Department's Quality Control Committee.
- 4 The Department's Curriculum Update Committee.
- 5 The Department's Textbooks and Curricula.

14. Program Development Plan

- 1. Work to update curricula in coordination with the sectoral committees of governmental and private media colleges and departments in Iraq.
- 2. Work to direct students on field visits to media institutions to hone their academic skills.
- 3. Keep pace with developments in digital technologies, digital media, and artificial intelligence.
- 4– Holding seminars, workshops, training and educational courses with the aim of increasing awareness and culture among university students.



Program Skills Outline															
				Required program Learning outcomes											
Year/Level	Course Code	Course Name	Basic or optional	Knowledge				Skills				Ethics			
				A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
First stage	51301011	Mass communication	Basic		/				/					/	
	51301014	Photojournalism	Basic		/				/					/	
	51301017	Media language	Basic		/				/					/	
	51301012	Journalistic editing	Basic	/					/					/	
	51301015	Public relations	Basic		/				/					/	
	51301018	English language	Basic		/				/					/	
	51301019	Calculators	Basic		/				/					/	
	51301016	History of journalism	Basic		/				/					/	

	51301010	Human rights and democracy	Basic		/				/					/	
	51301013	Media and digital literacy	Basic		/				/					/	
The second stage	51301020	Digital and computer technologies	Basic		/				/					/	
	51301021	Communication theories	Basic		/				/					/	
	51301022	Journalistic editing	Basic	/					/					/	
	51301027	Media language	Basic		/				/					/	
	51301028	English language	Basic		/				/					/	
	51301025	Research methods	Basic		/				/					/	

	51301023	Media economics	Basic		/				/					/	
	51301029	Political communication	Basic		/				/					/	
	51301042	Electronic press	Basic		/				/					/	
The third stage	51301028	English language	Basic		/				/					/	
	51301025	Research methods	Basic		/				/					/	
	51301035	Media legislation	Basic		/				/					/	
	51301031	Journalistic editing	Basic	/					/					/	
	51301032	Public opinion	Basic		/				/					/	
	51301038	The language of media discourse	Basic		/				/					/	
	51301033	Investigative Reports			/				/					/	
	51301034	Arab and international press	Basic		/				/					/	

	51301035	Information technology	Basic		/				/					/	
Fourth stage	51301044	propaganda and rumor	Basic		/				/					/	
	51301041	Management of media institutions	Basic		/				/					/	
	51301045	Principles of press advertising	Basic		/				/					/	
	51301043	Principles of journalistic production	Basic		/				/					/	
	51301043	Specialized press	Basic	/					/					/	
	51301047	Linguistic applications	Basic		/				/					/	
	51301048	English language	Basic		/				/					/	

	51301042	Electronic journalism	Basic		/				/					/	
	51301049	Graduation research	Basic		/				/					/	

- Please tick the boxes corresponding to the individual program learning outcomes under evaluat

