Course description template: Fundamentals of Information Technology

Course description template
1. Course Name
Information Technology Fundamentals
2. Course code
ITF
3. Chapter and Year
2025-2026
4. Date this description was prepared
Tuesday, December 2, 2025
5. Available forms of attendance
My presence
6. Total number of study hours
90 study hours
7. Name of course coordinator
Dr. Ayad Hamid Musa
8. Course objectives

theAHudAln the year of the course:
1. To enable the student to understand the digital infrastructure upon which the modern advertising world depends, and how to utilize it to solve communication and marketing problems..
2. Developing the practical technical skills necessary to design, implement, and evaluate digital advertising campaigns.
3. Enhancing critical thinking in selecting and using appropriate technological tools for each advertising context..

Detailed cognitive and skill-based objectives:
1. Understanding the technical foundations of the digital environment:
2. Mastering basic programming and design tools:
3. Data analysis and insight extraction:
4. Understanding digital communication platforms and modern technologies:
5. Digital security and professional ethics:
6. Digital advertising project management:

9. Teaching and learning strategies

1. 1Teaching strategies (the role of the lecturer)):
2. Contextual teaching(Contextualized Learning):
3. Link each technical concept to its direct application in advertising. For example, we don't study "databases" theoretically, but rather how social media platforms store user data to enable targeted advertising..
4. Live demonstrations(Live Demos):
5. Live demonstration of real tools: Open an accountGoogle Analytics is typical; running the Facebook Ads platform (beta mode); using project management tools.
6. Project-based education(Project-Based Learning):
7. Divide the students into teams (mini-advertising agencies) and assign them a final project.Planning and executing a limited digital advertising campaign for a virtual or real project (e.g., for a student organization). The project goes through all stages: from strategy development to results analysis.
8. Immediate feedback(Immediate Feedback):

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

2Learning strategies (student role):

- o **Active learning and participation(Active Learning):**
  - ▪ **Simulation(Simulations): Using simulation platforms for advertising (such as Facebook Blueprint Demo or Google Skillshop Simulations).**
  - ▪ **Case studies(Case Studies): Technically analyzing successful and unsuccessful advertising campaigns (What did you use? How did you target? How did you measure the results?).**
  - ▪ **Group brainstorming(Brainstorming): For example: "How can AR technology be used to promote product X?"**
- o **Cooperative learning(Collaborative Learning):**
  - ▪ **Working in groups on tasks and projects, simulating the environment of advertising agencies where a designer, writer, account manager, and campaign manager work together..**
- o **Problem-based learning(Problem-Solving Learning):**
  - ▪ **Presenting scenarioschallenge"The conversion rate is low, the data indicates such and such, what tools will you use to analyze the problem and what solutions are proposed?""**
- o **Guided self-learning(Self-Directed Learning):**
  - ▪ **Encourage students to explore new free tools (a tag analysis tool, an infographic design tool), and submit a brief report on their usefulness for advertising..**

3Practical activities and applications:

- o **Indoor (classroom) activities:**
  - ▪ **Analyzing a specific advertisement and guessing the target audience based on its characteristics.**
  - ▪ **A quick exercise on using basic functions inExcel (VLOOKUP, Pivot Tables) for analyzing hypothetical campaign data.**

10. Course structure

Chapter One					
Evaluation Method	**Learning method**	**Unit name**	**Learning outcomes**	**Number of hours**	**Week number**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Introduction to Technology in the Advertising Industry	The student will gain an introduction to technology in the advertising industry.	3	**1.**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Digital advertising system (hardware) components	The student should be able to identify the components of the digital advertising system (hardware).	3	**2.**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith	Computer networks and the internet: the backbone of digital advertising	The student should recognizeonComputer networks and the	3	**3.**

	practical application		internet: the backbone of digital advertising With practical application		
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Colors and web page layout	The student should learnRegarding colors and web page formatting	3	**4.**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Fonts and methods of controlling the website's structure	The student should learnFonts and methods of controlling the website's attributes	3	**5.**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Paragraphs and lists in website page design	The student should become familiar with Paragraphs and lists	3	**6.**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	**Introduction to databases and audience targeting**	The student should become familiar with**Introduction to databases and audience targeting**	3	**7.**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	**Data analysis using**	The student should learn data analysis using	3	**8.**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	**Data analysis usingExcel/Sheels**	The student should learnHow to insert tables into a web page	3	**9.**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	**Web analytics using Google Analytics**	The student should learnHow to**Web analytics using Google Analytics**	3	**10.**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	**Advertising on social media platforms (Facebook/Instagram)**	The student should learnHow to**Advertising on social media platforms (Facebook/Instagram)**	3	**11.**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	**Email marketing**	The student should recognizeHow to**Email marketing**	3	**12.**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith	**Project management and collaborative work tools**	The student should learn**Project management and**	3	**13.**

Evaluation Method	Learning method	Unit name	Learning outcomes	Number of hours	Week number
		practical application	collaborative work tools		
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Make search engines find the site	The student should learn how to make the site find search engines	3	**14.**
examChapter 1: Practical + Theoretical					**15.**
Chapter Two					
Evaluation Method	**Learning method**	**Unit name**	**Learning outcomes**	**Number of hours**	**Week number**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	basicsCSS	The student should become familiar withbasicsCSS	3	**16.**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	How to set propertiesCSSWith elementsHTML	The student should learnHow to set propertiesCSSWith elementsHTML	3	**17.**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Designing a structural model for a page at a glanceHTML and CSS	The student should learnDesigning a structural model for a page at a glanceHTML and CSS	3	**18.**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	All propertiesCSS	The student should recognizeOn all propertiesCSS	3	**19.**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	design For a web page usingHTML and CSS	The student should learndesign For a web page usingHTML and CSS	3	**20.**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	**Basic video editing for advertising content**	The student should learnroad**Basic video editing for advertising content**	3	**21.**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	**Emerging technologies in advertising (artificial intelligence)**	The student should recognizeEntrance in**Emerging technologies in advertising (artificial intelligence)**	3	**22.**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith	**Emerging technologies in advertising (augmented reality and virtual reality)**	The student should learnEmerging technologies in advertising	3	**23.**

	practical application		(augmented reality and virtual reality)		
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	**Digital security and digital advertising ethics**	The student should learn about digital security and the ethics of digital advertising.	3	**24.**
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	**Preparing the presentation and digital portfolio**	The student should learnDesigning a complete website using WORDPRESS	3	**25.**
Second semester exam: practical + theoretical				3	**26.**
Final exam					**27.**

11. Course evaluation

The grade out of 100 is distributed according to the tasks assigned to the student, such as daily preparation, daily oral exams, and monthly exams. Editorial and reporting...etc.
20 (marks for the first semester) 15 theory and 5 practical
20 (marks for the second semester) 15 theory and 5 practical
degreeAnnual effort 40and60 marks on the final exam

12. Learning and teaching resources

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