

## Appendix B: Staff CVs and Profiles

### Bachelor of Science in Media Programme

### College of Language and Communication (CLC)

**Institution:** Arab Academy for Science, Technology and Maritime Transport (AASTMT)

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### Instructions for Completion:

This template is to be completed for each full-time and part-time faculty member delivering courses in the BSc in Media programme. The purpose is to provide a clear profile demonstrating academic qualifications, professional experience, teaching responsibilities, and research outputs relevant to the programme.

### Staff Profile Template

#### 1. Personal and Contact Information

- **Full Name:** [Shedwan Ali Sheba Abdullah Taye]
- **Academic Title:** [Lecturer]
- **Contract Type:** Full-Time
- **Department / Campus:** [media Department CLC ALEXANDRIA]
- **Email Address:** [shedwan sheba@ edu]
- **Phone (optional):** [Insert Contact Number]

#### 2. Academic Qualifications

| Degree      | Specialisation                      | Institution             | Year Awarded |
|-------------|-------------------------------------|-------------------------|--------------|
| Ph.D. / DBA | [Advertising and social marketing ] | [Alexandria University] | [2004]       |
| Master's    | [ PUBLIC RELATIONS ]                | [Alexandria University] | [1998]       |
| Bachelor's  | [ MASS COMMUNICATION ]              | [Alexandria University] | [1992]       |

#### 3. Professional and Industry Experience

Outline relevant experience outside academia, particularly in the media, broadcasting, journalism, or digital content industries.

- [ media expert ], [National council for women , security directorate of Alexandria, Alexandria business association ], [2015 - 2019]
- [training / public lectures]
- [Production, political and social awareness campaigns]

#### 4. Academic and Teaching Experience

List teaching roles, institutions, and relevant course titles delivered in the last 5 years.

| Institution      | Course Title(s)                                                                                                                                                                                                       | Years Active |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| [AASTMT / Other] | [ media ethics , communication theories , introduction to public and advertising , advertising , media management , digital advertising , digital public relation introduction to IMC , IMC research, IMC campaigns ] | [2019– 2025] |
|                  |                                                                                                                                                                                                                       |              |

#### 5. Courses Currently Delivered at AASTMT (Media Program)

List courses assigned within the BSc in Media program:

- [com234–integrated marketing communication]
- [com334–Media ethics and laws]
- [com235- communication theories]
- [com233- Advertising]
- [DGM351 -digital Advertising]
- [DGM 352- Digital public relations]
- [IMC 451- Integrated marketing communication campaign ]
- [IMC450- integrated marketing communications research ]

#### 6. Areas of Teaching Expertise

- [Media Production, Public Relations, , Communication Theories, IMC campaign]

#### 7. Research Interests

- [ media ethics , social marketing , media campaign , consumer research, digital media ]

## 8. Selected Publications (Last 5 Years)

Sheba, S. (2022). Advertising ethics between profitability and consumer rights. *Journal of Communication Research and Studies*, 19(1)1-53 <https://mjrm.journals.ekb.eg>.

## . Membership in Professional Bodies / Networks

- 10. Participation in Training, Capacity Building, or Curriculum Development
- Attended training in AI, 2023]
- [Member of Curriculum Review Committee, 2022]

## 11. Supervision and Student Engagement

- Undergraduate project supervision: [Yes :graduation projects , advertising and digital media campaign ( Egyventure , shelter, Anti dementia , Digi devils , toon tails )
- Student mentorship

## 12. Additional Remarks (Optional)

Any relevant awards, media appearances, or contributions to institutional development.

**Date of Profile Submission:** [8/8/2025]

**Signature:** shedwan sheba \_\_\_\_\_