

### Jeddah Jeddan College Of Advertising كلية الإعلان بجدة





### Since 2011

#### Jeddah College Of Advertising کلية الإعلان بجدة

#### Accredited by the International Advertising Association New York City





#### **JCA Vision**

To be recognized as a leading college of advertising in the Kingdom of Saudi Arabia and in the Gulf, region delivering leading-edge and practical education

## JCA builds skillsthrough academia as well as practice. Our skills capitalize on:

**Market Opportunity** 

**Social Responsibility** 

Research

# JCA Majors

**Advertising Management** 

Advertising Communication Advertising Creative Design

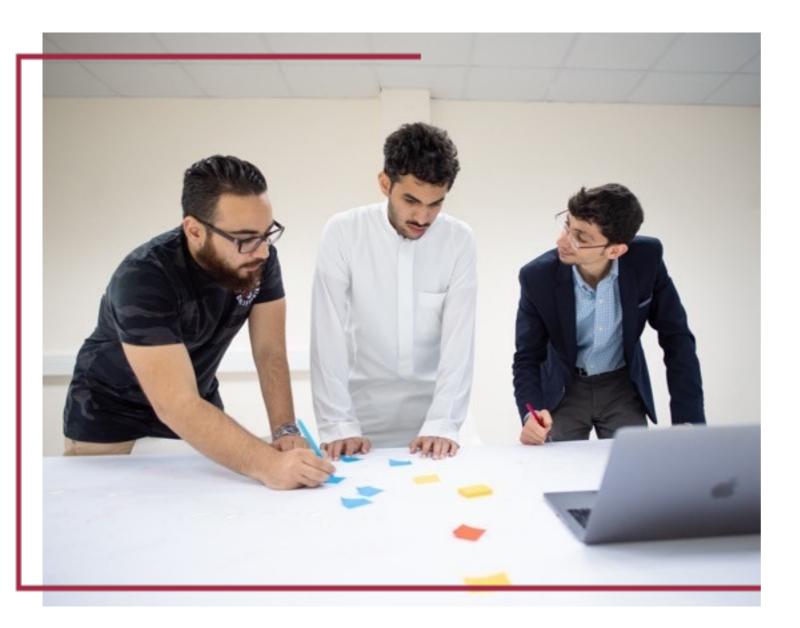


#### Management

#### **Client Service**

#### Research

#### **Brand Management**



#### Communication

#### Film/edit

#### Media Plan

#### Strategy



#### Creative Design

#### Artwork

#### Design

#### Storyboard

### Summer Courses Abroad





#### **Summer Courses**





#### Summer Courses





### JCA Clubs

- Film Club
- Art Club
- Broadcast Club
- City & Creativity Club

#### THEY SAY: BUT FIRST COFFEE..

#### WE SAY: BUT FIRST RESEARCH

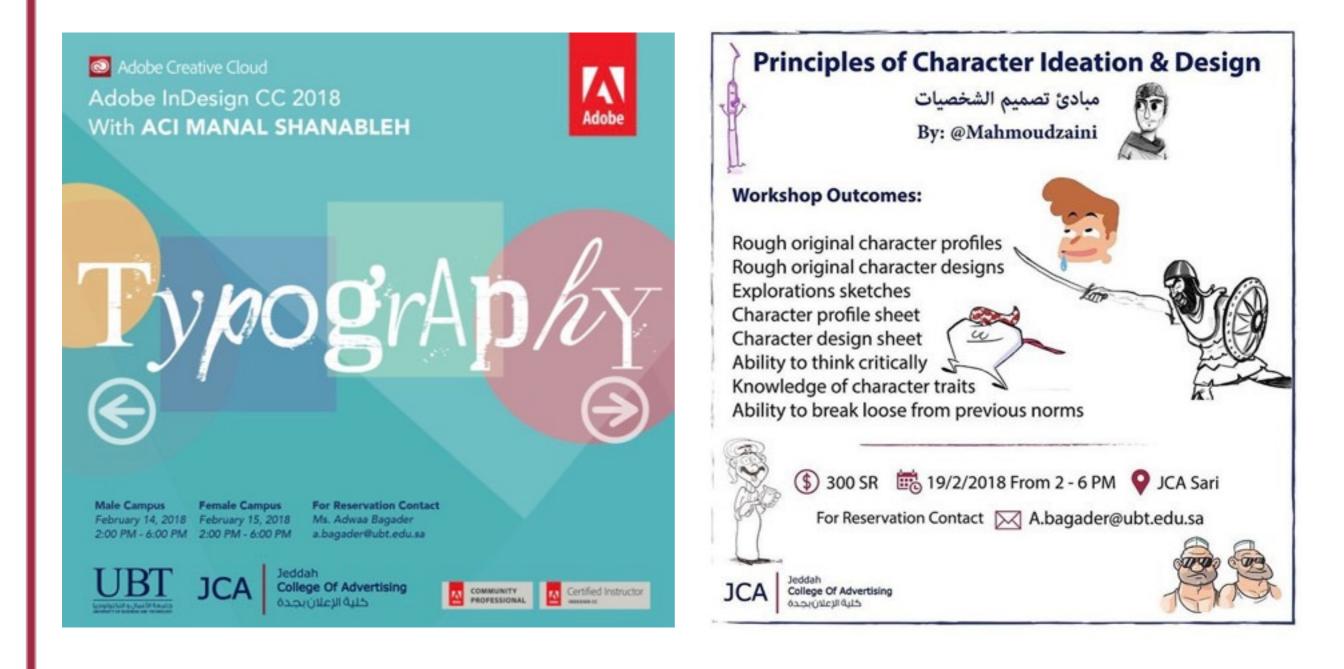


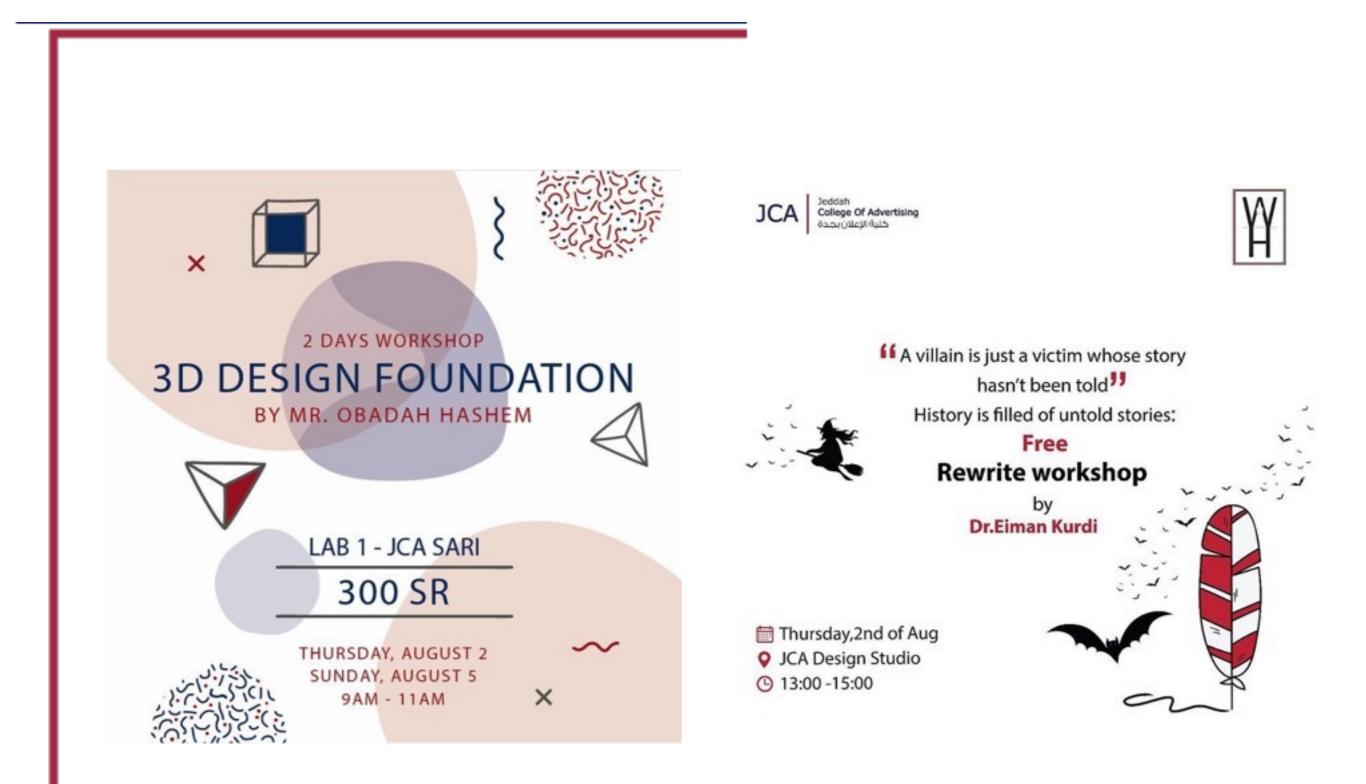


The Research Unit proposes to include various activities such as joint publications and seminars, and to create a professional network to support the development of advertising in KSA



## JCA Workshops









UBT

JCA College of Advertising

#### **CONCEPT DEVELOPMENT** INCEPTION TO EXECUTION

By Ahmad M Alammary Design Management, MPS

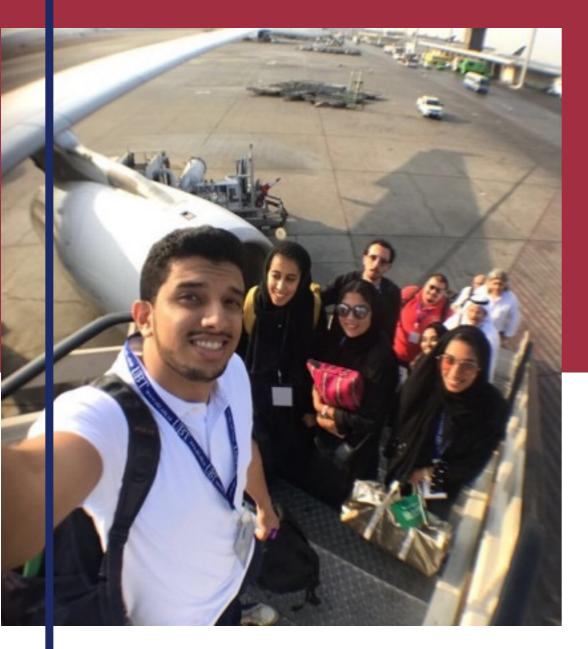
November 7 2017 JCA- Sari St- Design Studio 2-6 PM 600 SAR

For inquires Contact Ms. Adwaa Bagader at a.bagader@UBT.EDU.SA





### JCA Initiatives



#### National Day Campaign 2017







### National Day Campaign 2018



YouTube

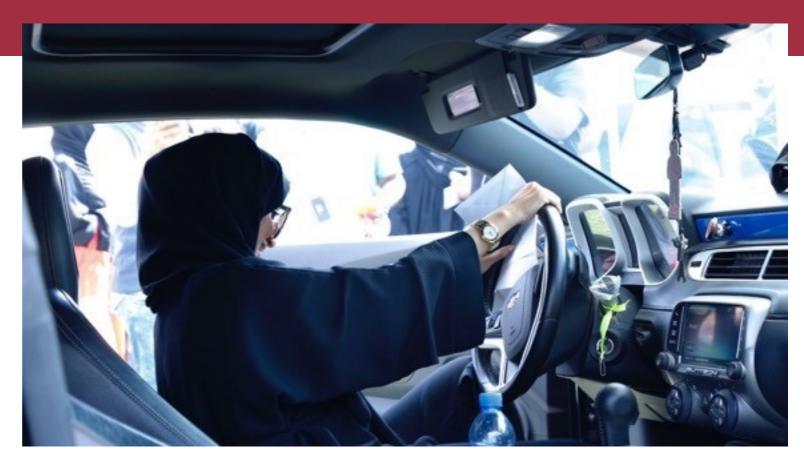
jeddah college of advertising



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#### JCA Car Academy





## Forward Exhibition 2017





## Forward Exhibition 2018





### Forward Exhibition 2018





## JCA Trips



### IAA 2014.2015.2016



#### Dubai Lynx 2014 .2015 .2016 .2017 .2018 .2019



### Dubai Desgin Week 2017. 2018



### Janadriyah Festival Riyadh 2018



We believe in our students, and we try our very best to guide, support and bring them golden opportunities because "They are The Future".

# Business Development Department

#### **Industry Relations Unit**

#### Media Production Unit



## Industry Relations Unit



#### **Our Philosophy**

We welcome and support real life projects to develop our students' skills and expand their knowledge to be leaders in the advertising industry



## Our Services



#### Marketing Strategy











#### **Event Management**



**Branding & Designs** 





## Our Clients

























Kasban

ilus



IAM AR

RESTAURANT-

















## Media Relations





GROUP























### Saudi Gazette



### Where

### are

our

### Graduates?









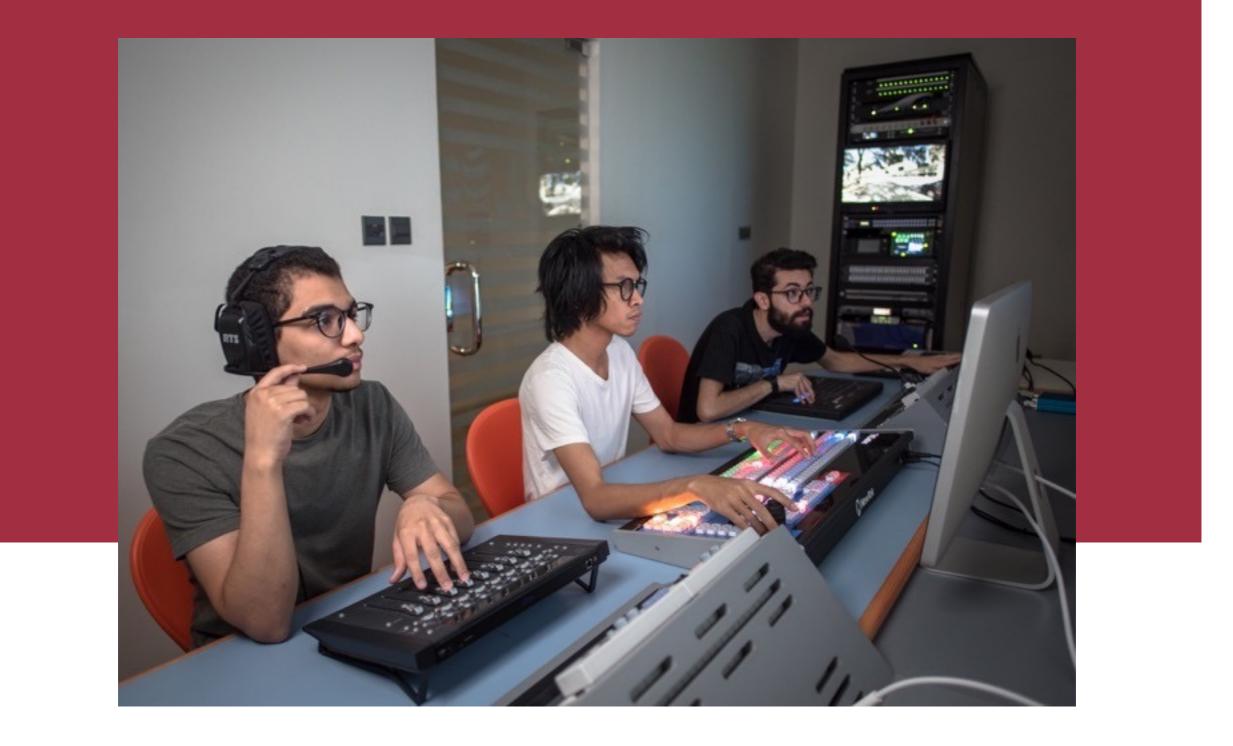


## Media Production Unit



#### **Our Mission**

To adapt advertising content and storytelling to the production industry, through our students practices and skills



## Our Services





#### **Animation Videos**



Editing





**Stop Motion Video** 

**Videography** 



## Our Clients









وزارة الداخلية الإدارة العامة للمرور

# UBT

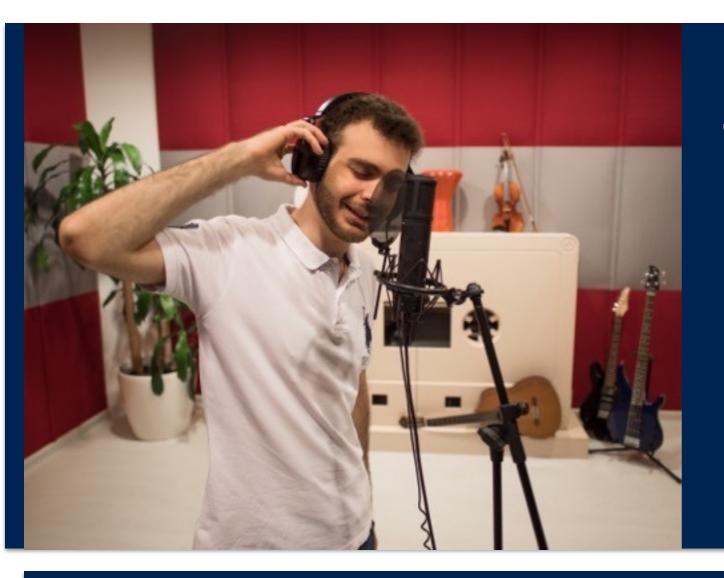
جامعة الأعمال و التكنولوجيا UNIVERSITY OF BUSINESS AND TECHNOLOGY







### One Family One Goal



To know more about our latest news and activities please follow us on:

