



Course Specifications

Course name: Advertising campaign management	Program: Public Relations and Advertising
Course code: PRA ٤٠٢	Level: Fourth
Major: Public Relations and Advertising	Academic semester: ١ st term – ٢ nd term
	No. of studying units: ٣
	Theoretical: (٣) Practical: (٠)

Intended Learning Outcomes (ILOs):

a) Information and Concepts

A/١- Mention the scientific concepts of advertising campaigns. A/٢- Describes the characteristics of advertising campaigns. A/٣- Explain the stages of planning and preparation for advertising campaigns. A/٤- Recognize the internal and external environment variables surrounding the advertising campaign. A/٥- Understand the effects of economic, political, legal, cultural, social and technological factors on determining the objectives of advertising campaigns, its financial allocations, marketing strategies, and advertising media selection. A/٦- Recognize the scientific models used in determining the objectives of advertising campaigns. A/٧- Learn traditional and modern methods of determining the advertising campaign's budget. A/٨- Recognize the most creative strategies used in advertising campaigns by international companies and those operating in Egypt. A/٩- Knowing the different criteria for choosing advertising media.

b) Intellectual Skills

B/١- Classify the different types of advertising campaigns in light of several criteria (geographical location, type of demand, target audience, media and objectives). B/٢- Analyze the marketing situation of companies and summarize the most important factors and variables that affect the success of the advertising campaigns. B/٣- Determine the objectives of the advertising campaign. B/٤- Determine the best ways to allocate the budget for advertising campaigns in accordance with the nature of the product and its life cycle, market, and company size. B/٥- Distinguish between the different creative strategies, and the ways to use them. B/٦- Plan advertising media and scheduling campaign messages. B/٧- Evaluation of advertising campaigns.

c) Professional and practical skills

C/١- Write a SWOT analysis. C/٢- Set the objectives of the marketing plan for advertising campaigns. C/٣- Use different methods to determine the amount of financial allocations for advertising campaigns. C/٤- Employ creative strategies in advertising campaigns. C/٥- Make a plan for the advertising media, and schedule campaign messages. C/٦- Conduct Pre, post and during advertising campaign tests. A/٧- Write the creative brief.

d) General and transferable skills

D/١ Deal efficiently with the computer and its various programs and access the blackboard educational platform. D/٢ Collect information about organizations via the internet. D/٣- Thinks critically. D/٤- discuss or present a lecture or report on an advertising campaign. D/٥- Discuss and compare everything new in the field of advertising campaign management. D/٦ Work in a team. D/٧ Manage time efficiently. D/٨ Use social media and criticize its performance as a marketing and advertising method.

Course content: ١. Advertising campaign (concept - characteristics - planning stages). ٢ - Analysis of the marketing situation. ٣- The marketing and promotional mix and the characteristics of the product and the consumer. ٤- Determining the objectives of the advertising campaign. ٥ - Practical examples of the objectives of the advertising campaign. ٦- Determining the allocations for the advertising campaign. ٧- Midterm exam. ٨. Defining the creative strategy+ the concept of the creative brief. ٩ - Plan and scheduling media. ١٠. Stages of choosing advertising media (problems - comparisons between means). ١١ - Campaign evaluation. ١٢. Evaluation methods. ١٣ - Digital transformation in advertising campaign. ١٤ – revision. ١٥. Final exam.

Teaching and learning methods: ١/٥ Lectures. ٢/٥ Discussions. ٣/٥ Presentations (such as showing films or advertising campaigns). ٤/٥ Practical exercises and applications. ٥/٥ Presentation skills.

Student Assessment Methods: ٧/A/١- Oral exams. ٧/a/٢- Written exams. ٧/A/٣- Coursework such as: analysis and evaluation of advertising campaigns and writing of the creative brief. ٧/a/٤- Participation in the lecture. ٧/A/٥- Exercises and practical applications.