



Course Specifications

Course name: Advertising Creativity Course code: PRA ٤٠٧	Program: Public Relations and Advertising Level: Fourth Academic semester: ١ st term – ٢ nd term
Major:	No. of studying units: ٣ Theoretical: (٢) Practical: (١)

Intended Learning Outcomes (ILOs):

a) Information and Concepts

A/١ Mention the concept of creativity in general and the concept of creativity in advertising. A/٢ Describe the characteristics of a creative person and ways of creative thinking. A/٣ Identify the golden rules of creative advertising A/٤ Mention the specifications of effective creative advertising A/٥ Defines the creative functions within advertising A/٦ Summarize the difference between creative and non-creative advertising. A/٧ Recognize the stages of the creative process. A/٨ Mention the concept of the brand and the steps for its construction and strategies for its manufacture A/٩ Mention the concept of creative strategy and its elements. A/١٠ Describe the creativity strategies and the Big Idea. A/١١ Mention the elements of the printed advertisement design (headline/text/slogan). A/١٢ Describe the types and forms of modern applications for creativity in advertising on social media platforms such as Facebook and Instagram.

b) Intellectual Skills

B/١ Choose one of the creative thinking methods. B/٢ Criticize the use of humor and celebrities in advertising campaigns that have already taken place. B/٣ Plan the types of creative strategies in advertising campaigns. B/٤ Differentiate between the types of creative strategies. B/٥ Differentiate between good and effective print advertising design elements and other ineffective elements according to the advertising objectives criteria and determinants of target audience. B/٦ Design a creative ad. B/٧ Criticize and analyze text and slogan in creative campaigns that have already taken place. B/٨ Analyze forms and types of modern applications for creativity in advertising campaigns that have already been done on the social media platforms such as Facebook and Instagram.

c) Professional and practical skills

C/١ Use modern technology to display advertising campaigns. C/٢ Prepare and design a creative advertising campaign. C/٣ Evaluate a creative advertising campaign. C/٤ Design and write a creative brief. C/٥ Design and write a creative advertising text. C/٦ Design and implement a creative advertising slogan. C/٧ Plan and implement creative advertisements for posting on Facebook and Instagram.

d) General and transferable skills

D/١ Present a lecture or a report on creative activities in advertising. D/٢ Use the Internet to get the required ads in the course. D/٣ Follow up on all new developments in the field of creativity in advertising. D/٤ Discuss and criticize the results of presenting creative campaigns with an open and democratic mindset.

Course content:

٤-١ The concept of creativity and its rules. ٤-٢ The creative person died, characteristics of effective creative advertising, and creative functions. ٣-٤ The concept of advertising with creativity. ٤-٤ Benefiting from celebrities in creativity, stages of the creative process and models of creativity. ٤-٥ The concept of the brand. ٤-٦ Presentation and discussion of assignments. ٤-٧ midterm exam. ٤-٨ Brand making strategies, creativity strategies. ٤-٩ Creative summary and central idea, brainstorming. ٤-١٠ The Art of Print Advertising. ٤-١١ Headline: Definition, functions and techniques, advertising text (definition, functions, techniques of writing). ٤-١٢ Presentation and discussion of assignments. ٤-١٣ The advertising slogan, its types, functions and characteristics. ٤-١٤ Types and forms of modern applications for creativity in advertising on social media platforms such as Facebook and Instagram. ٤-١٥ Final Exam.

Teaching and learning methods:

١ - Lectures. ٢- Case studies. ٣- Discussions. ٤ - Practical applications. ٥ – Brainstorming.

Student Assessment Methods:

√/A/∧ Midterm written exam. √/A/∨ Assignments. √/A/∕ Discussion and Participation. √/A/ξ Final written exam.