Course Specifications

Course name: Advertising Management **Course code: PRA٢٠٥**	**Program: Public Relations and Advertising** **Level: Second** **Academic semester:** ١ˢᵗ term – ٢ⁿᵈ term
Major: Public Relations and Advertising	**No. of studying units: ٣** **Theoretical: (٢) Practical: (١)**

Intended Learning Outcomes (ILOs):

a) Information and Concepts: A/١ - Identify the concept and philosophy of advertising management. A/٢ - Mention the special concepts associated with advertising management and its most important functions (advertiser – agencies- advertising media - planning - organization - control - evaluation...). A/٣- Describe the factors that affect the administrative organization in the field of advertising. A/٤- Explain the methods of advertising management A/٥- Describe the stages of development of the advertising agencies. A/٦- Lists the different types of advertising agencies. A/٧- Recognize the available jobs in the field of advertising and the necessary skills for those in charge of them. A/٨- Recognize the various channels for advertising on the internet A/٩ Mention the concepts of digital advertising management (publisher - advertising inventory - impression - automated purchasing for advertising - CPA-CPC Ad networks....). A/١٠ - Describe the digital platforms for managing online advertising and their functions. A/١١ Explain the methods of contracting and paying for digital advertising.

b) Intellectual Skills: B/١- Establish an organizational structure for advertising management or an advertising agency. B/٢- Choose the best advertising agency. B/٣- Analyze the factors affecting the advertising process. B/٤ - Evaluate the effectiveness of advertising management. B/٥ - Choose the optimal digital platforms used for purchasing and managing online advertising.

c) Professional and practical skills: C/١ Apply the skills of working in advertising agencies. C/٢ Establish an organizational structure for advertising management or an advertising agency. C/٣ Develop the professional and administrative skills associated with the production and presentation of advertisements. C/٤ Acquire presentation and communication skills. C/٥ Write a report on advertising management systems. C/٦- Deal with advertising media and negotiate with advertising representatives. C/٧- Deal with digital platforms used to purchase and manage online advertising.

d) General and transferable skills: D/١ Handle the computer and its various programs and access the blackboard educational platform. D/٢ Use the Internet to collect information about agencies. D/٣ Works in a team. D/٤ Submit a form and a proposed administrative hierarchy for an advertising agency or advertising department. D/٥ Discuss and compare all that is new in the field of advertising. D/٦ Think critically. D/٧ Manage time efficiently. D/٨ Use digital platforms to buy and manage online advertising

Course content: ١-The concept and philosophy of advertising management + an overview of the elements of advertising work (advertiser - agency - medium - supporting organizations - and specialized organizations). ٢- The Advertiser and Advertising Management: What is meant by the advertiser and its types + methods of organizing advertising management and its importance. ٣- Advertising agency: the concept of advertising agencies, their importance and types. ٤- Advertising agency: the internal organization of advertising agencies + the most important sections and their revenue sources. ٥- The advertising medium: the main functions and the factors + Advertising Services Organizations. ٦- Discussion and Training on what was previously studied. ٧- Midterm Exam. ٨-Digital advertising: its definition, its various channels and contracting methods. ٩- Digital advertising: digital platforms for managing and purchasing advertising through the Internet + examples and practical applications ١٠- Managing advertising on social networks + examples and practical applications. ١١- Functions of advertising management: the concept of planning, its stages, levels and importance ١٢- Functions of advertising management: organization in advertising work. ١٣- Functions of advertising management: guidance, leadership and control ١٤- Practical exercises and applications on what was previously studied. ١٥- Final exam.

Teaching and learning methods: ٥/١-Lectures. ٥/٢-Discussions. ٥/٣-Practical studies and case studies. ٥/٤- Divide the student into work teams. ٥/٥ Brainstorming. ٥/٦ Self-learning by searching on the Internet, searching within the library, summarizing what the student has seen or read during discussions. ٥/٧ Presentations. ٨/٥ E-learning through the blackboard platform and interactive lectures via the platform.

Student Assessment Methods: ٧/a/١ The midterm written exam. ٧/a/٢ Assess the student's ability to research and investigation. ٧/A/٣ Discussion, participation and observation of the student's behavior and performance in the lectures. ٧/a/٤-Final written exam.