



Course Specifications

Course name: Public relations and advertising research Course code: PRA306	Program: Public relations & advertising Level: second Academic Semester: 1st - 2nd semester
Major: Public relations & advertising	Number of studying units: 3 Theoretical: (3) Practical: (0)

● Intended learning outcomes (ILOs):

A.Information and concepts: After finishing this course the student will be able to:

A/1 Mentioning the concepts related to advertising research and knowing their importance and fields. A/2 Knowing the steps of conducting means research and and research of campaigns evaluation A/3 Recognizing the uses of surveys and content analysis in advertising research A/4 Mentioning the nature and characteristics of quantitative and qualitative research in the field of public relations and integrated marketing communications A/5 Knowing about the applied fields of public relations and IMC research A/6 Describing the characteristics of qualitative research and its different techniques as it is one of the methods used in public relations and IMC Research A/7 Knowing about some models of research that is done by huge Integrated services public relations Agencies that provide a diverse range of services in the field of public relations and integrated marketing communications 8/1 Knowing the most important and scientific concepts used in IMC and public relations research field (that is included in the course) and to understand the meanings of these concepts and how to use it theoretically and practically

B.Intellectual skills:

After finishing this course the student will be able to:

B/1 Analyzing the main concepts related to numbers and statistics when presenting the results of studies and market research. B/2 Planning to conduct research for the advertising medium. B/3 Evaluating the efficiency of some advertising campaigns. B/4 comparing between tools of collecting data in qualitative research and how to employ them in planning for public relations and marketing communications campaigns. B/5 Determining the differences between quantitative and qualitative research in terms of field implementation based on the theoretical content of the course. B/6 Analyzing the nature of the qualitative approach and the nature of qualitative data through case studies. B/7 Discussing methods of employing qualitative data in the planning process of public relations campaigns and marketing communications through case studies B/8 Inferring the nature, characteristics and importance of research conducted by major relations agencies which are under study.

C. Professional and practical skills:

C/1 Preparing and implementing methods for collecting information on advertising campaigns. C/2 Criticizing and analyzing the advertising messages of certain trademarks and examining their effectiveness. C/3 Evaluating advertising campaigns in the light of "tribal measurement, post-measurement, and follow-up measurement". C/4 Acquiring the skill of analytical presentation of information, statistical data, and graphs in the fields of advertising research. C/5 Designing a systematic design based on the qualitative approach. C/6 Applying the qualitative research techniques studied on the ground and writing a report that meets the most important results that has been drawn. C/7 Being able to collect and analyze opinions and

trends about the organization in which he works and use this to support the reputation of the organization and serve its interests.

D. General and transferable skills:

D/1 Criticizing and discussing research conducted and published by public relations and advertising agencies and research firms and distinguishing good research (thinking critically). D/2 Working under pressure D/3 Ability to present offers in an effective manner D/4 Using the Internet to collect information about advertising agencies. D/5 Acquisition of team work skills. D/6 Time management

D/7 Using social media and evaluating its performance as an advertising medium.

- **Course content:** Explaining the concept of advertising research and explaining the importance of conducting advertising research - Explanation of the areas of advertising research and a review of advertising text research -Explanation of how to conduct media research - Planning for how to conduct research evaluating advertising campaigns - Applying the survey method in advertising research - Employing the content analysis method in advertising research - Midterm exam - A review of the survey methodology and an introduction to qualitative research and a comparison between the quantitative and qualitative approach. 9- The areas of application of qualitative research and the definition of data collection methods in qualitative research and the start of field observation in terms of introducing the technique and types of field observation - Advantages and disadvantages of field observation - Steps of conducting a field observation - Introducing focus group discussions, their advantages and disadvantages, and steps for conducting focus group discussions - Introducing individual in-depth interviews as a qualitative technique and their most important advantages and disadvantages and steps for conducting in-depth interviews - Rules of a successful qualitative research procedure - Review and applications on Qualitative Research - Final exam
- **Teaching and learning methods:**

5/1 Direct lectures and lectures through blackboard platform 5/3 Encouraging the discussion during direct lectures and through blackboard 5/3 Dividing students into team works 5/4 Discussing case studies 5/5 Presentations

- **Student Assessment Methods:**

7/A/1 Encouragement to discuss

7/A/2 Assignments and researches

7/A/3 Written test (Midterm and final)