



Course Specification

Name: Promotional Material Code: PRA ٣٠٢	Program: Public Relations & Advertising Level: Third Semester: First Semester/Second Semester
	Studying Units: Theoretical (✓) –Practical (-)

● **Intended Learning Outcomes (ILOs)**

a. Information and Concepts:

- A/١ Identify the definition of promotion, importance and objectives
- A/٢ Describe the factors that impact the definition of the promotional mix.
- A/٣ Mention the steps of planning the promotional plan.
- A/٤ Explain the genesis of online ads.
- A/٥ Explain the importance of digital advertising to marketers
- A/٦ Describe the advantages and disadvantages of mobile ads
- A/٧ Explain the concept of personal selling
- A/٨ Describe the advantages and disadvantages of personal selling
- A/٩ Explain the concept of sales activation
- A/١٠ Understand the efforts of sales directed to the end consumer and efforts directed to mediators.

b. Intellectual skills

- B/١ Analyze the strengths, weaknesses, opportunities and threats of the organization.
- B/٢ Select the target audience and the appropriate budget in the promotional plan.
- B/٣ Explain the reasons for the development and growth of online marketing.
- B/٤ Conclude the difference between different types of mobile and online ads
- B/٥ Understand the difference between sales efforts directed to the end consumer and efforts directed to mediators.
- B/٦ Select the appropriate marketing tools according to the objectives of the promotion.

c. Professional and practical skills concerned to the course

- C/١ Write measurable promotional objective
- C/٢ Prepare promotional plan
- C/٣ Prepare presentations on the personal selling
- C/٤ Use appropriate promotional tools according to product type, life cycle and objectives.
- C/٥ Use the database in applied data collection
- C/٦ Measure the effectiveness of each of the promotion tools used in the campaign.

d. General and transferable skills

- D/١ Use the internet to collect information about the promotional activities of organizations
- D/٢ Team work
- D/٣ Present a report on one promotional campaign
- D/٤ Discuss and compare the new trends in the field of promotion.

Course Content:

- e/١ The concept and definition of promotion and promotional campaign
- e/٢ The stages of campaign planning, and various factors affecting the definition of the promotional mix.
- e/٣ The genesis of online ads and its different types
- e/٤ The development of social networks and its usage as advertising tool
- e/٥ The types and categorization of social media ads
- e/٦ The types of mobile ads and applied case studies
- e/٧ Mid-term exam
- e/٨ The concept of personal selling and different situations that rely on personal selling with general applications
- e/٩ Advantages & disadvantages of personal selling
- e/١٠ Persuasive approaches in personal selling
- e/١١ The concept of sales activation and the factors that lead to increasing the efforts of sales activation by companies
- e/١٢ Factors influencing the trade-off between sales activation efforts + general applications.
- e/١٣ Forms of sales activation efforts directed at the end consumer and its advantages and disadvantages.
- e/١٤ Sales activation efforts directed to mediators
- e/١٥ Final Exam

Teaching and learning methods:

- 1- Theoretical Lectures (Direct Learning)
- 2- Discussion
- 3- Case study through presentation of promotional campaign and holding discussion with students
- 4- Divide the students into groups (Cooperative learning)
- 5- Self learning through internet resources and library and writing summaries
- 6- Brainstorming
- 7- presentation
8. Problem solving through presenting elements of promotional campaign to develop a product
- 9- e-learning through blackboard platform and interactive sessions

Student assessment methods:

f/\ Written mid-term exam

f/\ Assignments & researches to assess the student's research abilities

f/\ Discussion & participation to observe the student behavior and performance

f/° Wriiten Final Exam