



Course Specification

Course Title: international Advertising Course Code: : PRA٤٠٥	Program: Public Relations & Advertising Level: Fourth level
Major: Public Relations & Advertising	Number of study units: ٣ Theoretical: (٢) Practical: (١)

● Intended Learning Outcomes (ILOs):

A. Information and concepts: A/١ mentions the concepts of international advertising, transcontinental advertising, multinational companies...etc). A/٢ describes the stages of emergence and development of the international advertising. A/٣ identifies the factors affecting the growth of the volume of the international advertising. A/٤ Describes the various environmental conditions that affect the nature of the work of international advertising: "the cultural environment, the economic environment, the legal environment, the competitive environment...etc.". A/٥ recognizes the concept of international advertising in light of the theory of globalization "consumer culture". A/٦ Recognize the important decisions in the field of international advertising. A/٧ Recognize the creative strategies that international advertising relies on.

A/٨ Recognizes the most important strategies of international advertising "profiling, adaptation, harmonization". A/٩ Recognize the ingredients for the success of international marketing or advertising via the Internet.

B. Intellectual skills: B/١ Evaluating the effectiveness of international advertising campaigns as a case study in light of their consideration of the Egyptian environment, including its various environmental variables, the characteristics of the target audience and the characteristics of the advertised product. B/٢ Employing creative strategies in international advertising campaigns. B/٣- Evaluating the effectiveness of international advertising campaigns in the light of the communication strategies "profiling, adaptation, and compatibility".

C. Professional & practical skills: C/١- Preparing and implementing methods for collecting information about products and services and their target audiences. C/٢ - Preparing a report on the most important international advertising agencies, the nature of their organizational structure and activities, and the most important brands that they deal with. C/٣- Writing and presenting an explanatory report on the most important factors related to the marketing environment in Egypt, which were taken into account in international advertisements. C/٤- Employ creative strategies for international advertising.

C/٥- Analyzing the content of international advertising campaigns in the light of communicative strategies, profiling, adaptation, and compatibility.

D. General skills: D/١ Dealing efficiently with the computer and its various programs, and entering the educational platform 'Blackboard'. D/٢ Using the he Internet to collect information about international advertising campaigns for trademarks. D/٣ Critical thinking. D/٤- Discuss & present a report on one of the international advertising campaigns. D/٥ discuss & compare everything new in the field of international advertising. D/٦ Read & translate one of the international advertising agencies' websites. D/٧ Develop the ability to work collectively within a team. D/٨ Time management.

● Course content:

1- The concept and origin of International Advertising. 2- Factors affecting the growth of the volume of international advertising + applied models for international advertising agencies. 3- The international environment for international marketing and advertising "the economic, demographic, technological, legal/legislative environment". 4- Variables of the international environment for marketing and international advertising "competitive environment, marketing

infrastructure, cultural environment". 5- International advertising in light of the globalization theory "consumer culture". 6- Areas of important decisions in international advertising. 7- Midterm exam. 8- Creative strategies in international advertising. 9- Strategy Applications. 10- The strategy of profiling and its applications, advantages and disadvantages in international advertising. 11- Adaptation strategy and its applications, advantages and disadvantages in international advertising.

12- Applications of profiling, adaptation and consensual strategies in international advertising.

13- Models for analyzing the content of international advertisements in light of the strategies of profiling, adaptation and consensuality. 14- Ingredients for the success of international marketing and advertising via the Internet. 15- Final exam.

- **Teaching and learning methods:**

1- Lectures. 2- Discussions. 3- Presentations on international advertising campaigns (case studies). 4- Brainstorming. 5- Dividing the students into work teams.

- **Student assessment method:**

1- The mid-term written test. 2- Tuition costs to assess the student's ability to research and investigate.

3-discussion, participation and observation of students' behavior and performance in the lecture 4-written test at the end of the semester.