



Course Specification

Course Title: Social Marketing Course Code: : PRA٣٠١	Program: Public Relations & Advertising Level: Third level Semester: First Semester - Second Semester
Major: Public Relations & Advertising	Number of study units: ٣ Theoretical: (٣) Practical: (٠)

● Intended Learning Outcomes (ILOs):

a. Information and concepts: A/١ Mentions the definitions of social marketing and the foundations and principles on which it is based. A/٢ Describes the stages of development of social marketing. A/٣ discusses and responds to the main criticisms of social marketing. A/٤ Defines the difference between social marketing and trade marketing. A/٥ Summarizes the factors that determine the success or failure of social marketing campaigns. A/٦ Recognize the emergence and means of digital social marketing. A/٧ Learn how to use social media in social marketing campaigns. A/٨ Apply artificial intelligence technology in social marketing campaigns.

B. Intellectual skills: B/١ classifies the stages of strategic planning for social marketing campaigns. B/٢ selects appropriate social marketing techniques in media campaigns. B/٣ Explain the models and theoretical approaches used in social marketing. B/٤ Explain the reasons for the development and growth of social marketing. B/٥ Design a tool for data collection in social research. B/٦ Analyze the basic concepts of numbers and statistics when presenting the results. B/٧ Evaluate the effectiveness of some social marketing campaigns as case studies. B/٨ Criticizing and evaluating marketing and advertising practices through social media. B/٩ discusses how to employ artificial intelligence applications in marketing ideas and social issues.

C. Professional & practical skills: C/١ Apply the stages of strategic planning for social marketing campaigns to one of the social or health issues that exist in the Egyptian society. C/٢ Design advertising messages for the social marketing campaign that fit the characteristics of each medium. C/٣ assess the elements of the marketing situation for the social marketing campaign. C/٤ Prepare a social marketing plan. C/٥ Deal with social media used in social marketing campaigns.

D. General skills: D/١ Work in groups. D/٢ use a computer. D/٣ Acquaintance with all that is new in the field of social marketing. D/٤ present a report on one of the social marketing campaigns. D/٥ Dealing efficiently with the Internet and its various programs and accessing the Blackboard educational platform. D/٦ thinking critically. D/٧ Ability to manage time. D/٨ Use of social media.

● Course content:

- 1- Definition of social marketing and its stages of development.
- 2- Principles and foundations of social marketing.
- 3- The elements of the social marketing mix.
- 4- The difference between social marketing and business marketing.
- 5- Basic criticisms of social marketing and responding to them.
- 6 Conditions for the success of social marketing campaigns.
- 7- Midterm exam.
- 8- Strategic planning for social marketing campaigns.
- 9- Social marketing techniques used in media campaigns.
- 4-10 Theoretical approaches used in social marketing.
- 11 Social Marketing, Social Responsibility and its Role in Enhancing Community Participation & Practical Applications.
- 12- Scientific models used to explain the impact of social marketing campaigns.
- 13- Mechanisms of using social networking sites in social marketing campaigns.
- 14- The most important applications of artificial intelligence technology used in social marketing campaigns.
- 15- Final exam.

● Teaching and learning methods:

- 1- Theoretical lectures.
- 2- Case studies.
- 3- Presentations.
- 4-Working in groups.
- 5-Discussions.

• **Student assessment method:**

- 1- The mid-term written test.
- 2- Tuition costs to assess the student's ability to research and investigation.
- 3- Discussion and participation in the lecture.
- 4- written test at the end of the semester.