



Course Specifications

Course name: Media Course in a foreign language (٢) Course code: PRA ٣٠٧	Program: Public Relations & Advertising Level: Third Academic Semester: ١ st term - ٢ nd term
Major:	No. of studying units: Theoretical (٢) Practical (١)

Intended Learning Outcomes (ILOs):

a) Information and Concepts:

A/١- Understand and Recall all core aspects of Marketing Management. A/٢- Understand and Recall the Overview Of The Marketing Process in the ٢١st century, and The Promotion Process. A/٣- Define Marketing Tasks. A/٤- Describe Marketing Core Concepts and Tools such as Target Markets and Segmentation. A/٥- Define many core marketing terms and names such as Needs, Wants, Demands, a market offering, Manufacturers, intermediaries, Marketplace, Marketspace, and Metamarket, Marketers, Prospects, clients and Consumers. A/٦- Define and describe The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Customer Concept and The Societal Marketing Concept. A/٧- understand Steps in the planning process for marketing. A/٨- Define Market Opportunities, Marketing Strategies, Marketing Programs, the Marketing Effort and Current marketing situation, Opportunity and issue analysis. A/٩- Define SWOT analysis, Objectives, Marketing strategy, Action programs, Financial projections and Implementation controls. A/١٠- Understand an Overview of Some Promotional Activities such as Advertising, Public Relation and Personal selling. A/١١- Understand and describe Advertisements online and Setting up a dot-com presence.

b) Intellectual Skills

B/١- Differentiate Marketing Core Concepts and Tools such as Target Markets and Segmentation. B/٢- Compare between many core marketing terms and names such as Needs, Wants, Demands, a market offering, Manufacturers, intermediaries, Marketplace, Marketspace, and Metamarket, Marketers, Prospects, clients and Consumers. B/٣- Distinguish, classify, plan and analyze The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Customer Concept and The Societal Marketing Concept Argue and Evaluate Adapting Marketing Management and process to the New Economy, to new media technologies and to modern rising communication platforms. B/٤- Discuss Steps in the planning process for marketing. B/٥- Analyze Market Opportunities and Develop Marketing Strategies and Marketing Programs. B/٦- Explore an Overview of Some Promotional Activities such as Advertising, Public Relation and Personal selling. B/٧- Design, Manage Advertisements online and Setting up a dot-com presence.

c) Professional and practical skills:

C/١- Build Customer Satisfaction and Value -delivery sequence. C/٢- Form strong customer bonds. C/٣- illustrate Steps in the planning process for marketing which includes Analyzing Market Opportunities, Developing Marketing Strategies, Planning Marketing Programs. C/٤- Manage the Marketing Effort and Design Contents of the marketing plan such as Current marketing situation, Opportunity and issue analysis including SWOT analysis, Objectives, Marketing strategy, Action programs, Financial projections and Implementation controls. C/٥- Design and apply Advertisements online and Setting up a dot-com presence.

d) General and transferable skills:

d/1- Demonstrate a report or a lecture of Marketing Management Concepts & tools. d/٢- Use the internet & other Technological aspects to follow up topics of Concern. d/٣- Follow all new Trends & developments of Marketing Management. d/٤- Discuss and criticize social Media Uses of Marketing Plans, Strategies and programs.

Course content:

١- Major concepts of The Production. ٢- Major concepts of The Selling. ٣- The Role Of Digital Revolution in “The New Economy”. ٤- The Marketing Tasks. ٥- Adapting Marketing to the New Economy. ٦- Assignment data shows and discussions. ٧- Midterm. ٨- How marketing practices are changing : e-business. ٩- Setting up web sites. ١٠- Designing an attractive web site. ١١- Placing ads and promotion online. ١٢- Assignment data shows and discussions. ١٣- Defining Customer Satisfaction and Value. ١٤- Building Customer Value and Satisfaction. ١٥- Final exam.

Teaching and Learning Methods:

١. Lectures. ٢. Case-studies. ٣. Discussions. ٤- Practical Applications. ٥. Brainstorming.

Student Assessment Methods:

٧/a/١ Written midterm exams.

٧/a/٢ Assignments.

٧/a/٣ Discussion and Participation.

٧/a/٤ Written final exam.