



Course Specifications

<p>Course name com Course coo</p>	<p>Program: Public relations & Advertising Level: second Academic Semester: 1st term– 2nd term</p>
	<p>3 Number of studying units: Practical: (1) Theoretical: (2)</p>

Intended Learning Outcomes: ●

a. Information and concepts:

- A/1 Mentioning the concepts of marketing communications (communication - marketing - integration - marketing mix - marketing benefits - market segmentation ...)
- A/2 Describing the stages of development of the marketing concept. A/3 Describing the variables of the political, social, economic, competitive and technological marketing environment that affect the work of organizations and companies. A/4- Recognizing the steps of conducting market research according to different marketing objectives.
- A/5 Learning about the origins and development of digital advertising. A/6 Mentioning the most important applications of artificial intelligence used in marketing products.

B. Intellectual skills:

- B/1 Designing a tool for collecting data in a market research according to the different marketing objectives. B/2 Analyzing the basic concepts of numbers and statistics when presenting the results of market studies and research. B/3 Planning to conduct market research.
- B/4 Analyzing the elements of the internal and external marketing environment with its various elements and their impact on the target audience.
- B/5 Evaluating the effectiveness of some marketing campaigns as case studies in light of their consideration of environmental variables, characteristics of the target audience, characteristics of the advertised product, and the suitability of the pricing strategy, the distribution strategy, and the market segmentation strategy according to specific applications or case studies.
- B/6 Criticizing and evaluating marketing and advertising practices through social media in the light of ethical standards.
- B/7 Discussing how some organizations employ artificial intelligence applications in marketing their products

C. Professional and practical skills:

C/1- Preparing and implementing methods for collecting information about organizations and their various audiences. C/2- Analyzing the advertising messages of an organization and examining the extent of their integration, as well as analyzing the messages of its competitors. C/3 Writing a report on the four-year environmental analysis of an organization. C/4- Preparing a marketing plan to develop a product.

C/5 - Writing and presenting a report on the most important environmental factors affecting an organization. C/6 Criticizing advertising performance in social media in light of ethical and professional standards. C/7 Dealing with some applications of artificial intelligence used in marketing

D. General and transferable skills:

D/1 Dealing efficiently with the computer and its various programs, and entering the educational platform, Blackboard

D/2 Using the Internet to collect information about organizations D/3- Thinking critically D/4- Discussing or presenting a lecture or report on one of the marketing activities D/5- Discussing and comparing everything new in the field of marketing D/6 Being a member of a team. D/7 Time management.

D/8 Using social media and criticizing its performance as a marketing and advertising method

Course content: ●

1-1 The concept of marketing and the difference between it and selling and its stages of development. 1-2 The concept and types of market research and the tools for collecting quantitative and qualitative data. 1-3 steps to prepare for market research and applied cases. 1-4 The concept of the marketing environment, ways of responding to it and its elements, types of marketing mix and marketing benefits 1-5 Decisions related to the product (concept - product life cycle - trade name and trademark) 1-6 stages of product development + practical applications 1-7 Midterm exam. 1-8 The concept of pricing and its various strategies + practical applications, the concept of distribution and its various strategies + practical applications 1-9 The concept of market segmentation and criteria for its division + practical applications 1-10 The concept of integrated marketing communications and the features of this approach + practical applications. 1-11 Advantages and disadvantages of this approach and its participants + practical applications 1-12 The emergence and development of digital advertising 1-13 Opportunities and challenges of advertising through social media. 1-14 About the applications of artificial intelligence in marketing and advertising + practical applications. 1-15 final exam.

Teaching and learning methods: ●

1-1 The lecture (direct teaching). 1-2 The discussion. 1-3 Case studies by presenting marketing campaigns, exchanging opinions and dealing with students. 1-4 Dividing the students into work teams (cooperative learning). 1-5 Self-learning by searching online, searching in the library, summarizing what they have seen and using what they read during the discussions. 1-6 Brainstorming. 1-7 Presentations. 1-8 Solve problems by suggesting elements of a marketing plan to develop a product 1-9 E-learning through the Blackboard platform and interactive lectures across the platform.

Student Assessment Methods: ●

ϑ-The mid-semester written test.

ϒ-Assignments to assess the student's ability for research and investigation

ϓ-Discussion, participation and observation of students' behavior and performance in the lecture

ϔ-Written test at the end of the semester