**The Course teaching staff**

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| **The name of the faculty member** | **Prof.DR.Dalia Mohammed Abdullah** |
| **Office address** | **Second floor-the office of the head of the department** |
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| **The name of the faculty member** | **DR. Eman Osama** |
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| **The assistant body member** | **Prof. Nouran Abdulrahman** |
| **Office address and number** | **Second floor- the lecturers and the assistant body room** |
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| **The assistant body member** |  |
| **Office address and number** |  |
| **Internal phone No.** |  |
| **E-mail:** |  |

**Course objectives:**

After the completion of the Curriculum, the student shall be able to:

1. Explaining the development of the marketing concept.
2. The understanding of the marketing researches and the ways of conducting them.
3. Analysing the various environmental forces and defining the stages of dealing with them.
4. Applying and writing a report about how the operating companies in Egypt influenced by the various environmental forces and the variables.
5. Explaining the concept of the market segmentation.
6. Applying the market division according to the different standards (Demographical features-Geographical factors-Behavioural Principals).
7. Planning of the marketing mix (product-pricing-distribution-promoting) of the declining companies in the market.
8. Discussing the concept of the integrated marketing communication and its features.
9. Comparing the advantages and disadvantages of the integrated marketing communications introduction.
10. Describing the participants in the process of integrated marketing communications
11. Describing the opportunities and challenges related to the advertising via the social media web pages.

**Target learning outcomes:**

1. **Cognitive skills: After the completion of the Curriculum, the student shall be able to:**
2. Mentioning concepts of marketing communications (communication - marketing- integration - marketing mix -marketing benefits - market segmentation - price concept, distribution - integrated marketing communication... and so on).
3. Describing the phases of marketing concept development
4. Describing the political, social, economic, competitive and technological marketing environmental variables that affect on the work in organizations and companies.
5. Identifying the procedures needed to conduct a market research according to the different marketing purposes.
6. Identifying the emerging of the digital advertisement and its means and its development.
7. Mentioning the most important artificial intelligence apps used in products marketing.
8. **3-Mental skills:**

**After the completion of the Curriculum, the student shall be able to:**

1. Developing a tool to collect data in marketing research and different marketing purposes.
2. Analysing the concepts of numbers and statics upon presenting the results of studies and market researches.
3. Planning to conduct market research.
4. Analysing the internal and external elements of the marketing environment with their different elements and their impact on the targeted public.
5. Evaluating the effectiveness of some of the marketing campaigns as case studies in the light of their consideration to the environmental variables, the features of the targeted public, the features of the advertised product, the appropriateness of the pricing strategy, distribution strategy and market segmentation strategy according to specific applications or case studies.
6. Criticising and evaluating the marketing and advertising practices via social media in the light of the ethical standards.
7. Discussing how some of the organization employ the artificial intelligence applications in marketing of their products.
8. **Mental and practical skills:**

**After the completion of the Curriculum, the student shall be able to:**

1. Preparing and implementing ways of collecting data about the organizations and their various public.
2. Analysing the organization`s advertising messages and searching the extent of their integration as well analysing their competitors messages.
3. Writing a report on the Quadruple environmental analysis of an organization.
4. Preparing a marketing plan to develop a product.
5. Writing and presenting a report about the most important affecting environmental factors on an organization.
6. Criticizing the advertising performance in social media in the light of the ethical and professional standards.
7. Dealing with the artificial intelligence apps used in marketing.
8. **General skills:**

**After the completion of the Curriculum, the student shall be able to:**

1. Dealing efficiently with the computer and its different programs and visiting the educational platform “The Blackboard”.
2. Using the internet to collect data of the organizations.
3. Thinking in a critical way.
4. Discussing or presenting a lecture or report of the marketing activities.
5. Discussing and comparing every new aspect the marketing field.
6. A member in a team.
7. Time management.
8. Using social media and criticize its performance as a marketing and advertising mean.

**The expected performance of the student during the study of this course:**

1. Make sure to attend all lectures, whether live or conducted via the Blackboard platform.
2. If the student is absent from the lecture due to a medical excuse, this must be submitted so that the grades in attendance and participation are not affected, and the student is responsible for studying what was said in the lecture and can ask in the office hours of the course professor about what is difficult.
3. Submit study assignments on time, written in sound language and carefully reviewed.
4. No excuses for not attending the mid-term or final exam are accepted, except for medical excuses, and they are presented to the Education and Medical Affairs Council for a decision to approve or not.
5. Some parts will require the student to self-learn.

**Teaching methods and its means:**

1. Lecture (Direct Learning), shall be 2.5 or 3 hours once a week, and the student must attend regularly.
2. Discussion occurs at every lecture where questions are asked, answered and discussed.
3. Case studies by presenting marketing campaigns during the lecture, exchange opinions and dealing with the students.
4. Dividing students into work groups (cooperative learning) in order to perform some of the academic assignments.
5. Self-learning by searching via Internet and in the library about the subject, which the student is assigned after the lectures, then the students, shall summarize what they had reviewed and refer to what they read during the discussion.
6. Brainstorming by posing a marketing problem and asking the students to prepare a questionnaire to collect information.
7. Presentations of their assignments to hone their communication skills.
8. Solve problems by suggesting elements of a marketing plan to develop a product
9. E-learning through the Blackboard platform and interactive lectures via the platform, especially when Covid-19 cases rise, and this is done according to the instructions of the university president and the dean of the faculty.

**Main reference:**

-Samy Abdulaziz, **Integral Marketing Communications,** (Cairo: Dar Al-Nahda Al-Masryia، 2015)..

**Proposed references:**

Tallat Asaad, (2009), **Integral Marketing Communications** (Cairo: Dar Al-Nahda Al-Masryia).

-Shimaa Salem, (2013), **Integral Marketing Communications**, (Jordan: Dar al-Massira for Publishing & Distribution).

- Coles, Linda, (2016), Marketing and Social Media, (Cairo: Dar Al-Fajr for Publishing & Distribution).

- Moran, M. & Hunt, B. 2015 **" Search Engine Marketing, Inc.: Driving Search Traffic to your company's Website"**, (USA: IBM Press).

- Armstrong, G., Kotler, P., Harker, M. & Brennan, R., (2015),**" Marketing: An Introduction"**,3rd . Ed.,(USA: Pearson Education)

- Mullin, R., (2018), **"Promotional Marketing"**, 2nd .Ed., (UK: Routledge)

- Hanlon, A., (2019), **"Digital Marketing: Strategic Planning & Integration"** (UK: Sage Publication).

**Timetable for teaching the course**

| **Timing** | **Main topic** | **Applications** | **Teachers** | **Evaluations** |
| --- | --- | --- | --- | --- |
| First week 16/10/2021 | The concept of marketing and the difference between it and selling and its stages of development | Discussions about the student's conclusion of the differences between definitions | Prof.DR.Dalia Mohammed Abdullah | Grades for participating in the lecture about the differences between definitions and the difference between selling and marketing |
| Second week 23/10/2021 | The concept of market research and quantitative and qualitative data collection tools | Examples of Types of Market Research Case Study Experimental Research Burger King Whopper Sandwich. | Prof.DR.Dalia Mohammed Abdullah | Degrees for participation in the lecture on examples of market research |
| Third week 30/10/2021 | Market research preparation steps. | Design a questionnaire form to solve a specific marketing problem. | Prof.DR.Dalia Mohammed Abdullah | Grades for participation while viewing the survey |
| Fourth week 06/11/2021 | The concept of the marketing environment, ways of responding to it and its elements, types of the marketing mix and the benefits of marketing. | Applying the impact of environmental variables in some companies. | Prof.DR.Dalia Mohammed Abdullah | Collective assignment on the impact of the environment on companies (Green Marketing Considerations) |
| Fifth week 13/11/2021 | Product decisions (concept, product life cycle, brand name and brand). | Examples of their brand products and connotations. | Prof.DR.Dalia Mohammed Abdullah+ DR. Eman Osama | Grades on participation and presentations for previous assignments. |
| Sixth week 20/11/2021 | Product Development Phases | Practical examples of products | Prof.DR.Dalia Mohammed Abdullah+ DR. Eman Osama | Grades on participation and presentations for previous assignments. |
| Seventh week 27/11/2021 | Mid-semester exam |  | Prof.DR.Dalia Mohammed Abdullah+ DR. Eman Osama |  |
| Eighth week 04/12/2021 | The concept of pricing and its various strategies, the concept of distribution and its various strategies | Practical Applications to Pricing Strategies + Practical Applications to Distribution Strategies | DR. Eman Osama | Sharing grades on examples of products applying different pricing and distribution strategies and previous assignment presentations |
| Ninth week 11/12/2021 | The concept of market segmentation and criteria for segmentation. | Practical Applications of Market Segmentation Criteria + Case Study of Milkana Cheese | DR. Eman Osama | Grades on participation |
| Tenth week 18/12/2021 | The concept of integrated marketing communications and the features of this approach | Practical applications of integration | DR. Eman Osama | A collective assignment on choosing a company, examining how environmental variables affect it, and clarifying aspects of complementarity. |
| Eleventh week 25/12/2021 | Advantages and disadvantages of this entry and its participants | Practical applications of integration | DR. Eman Osama | Presentations of the pervious assignment |
| Twelfth week 01/01/2022 | Emerging of Digital Advertising and its Development | Reviewing ad formats | DR. Eman Osama | Presentations of the pervious assignment |
| Thirteenth week 08/01/2022 | Describing the opportunities and challenges related to the advertising via the social media | Brainstorming among students about opportunities and challenges | DR. Eman Osama | Presentations of the pervious assignment |
| Fourteenth week 15/01/2022 | About the applications of artificial intelligence in marketing and advertising | Practical applications | DR. Eman Osama | Presentations of the pervious assignment |
| Fifteenth week 22/01/2022 | Semester exam |  | Exam prepared by Prof.DR.Dalia + Dr.Eman Osama |  |

**\*\* Mid-year vacation starts on February 5 and ends on February 17 2022**

**Timetable for teaching the course**

|  |  |
| --- | --- |
| First week 16/10/2021 |  |
| Main topic | **The concept of the marketing and phases of its development** |
| Teachers | Prof.DR.Dalia Mohammed Abdullah |
| Lecture place | Grandstand (...) Or Hall (..) As per the schedule |

**Brief explanation of the course content in the first week:**

The student learns about several concepts (communication - marketing - integration), then we address the importance of communication and marketing in the life of organizations - stages of marketing development (traditional concept - modern concept - strategic concept), and the difference between marketing and selling.

**References and knowledge sources related to the content:**

-Samy Abdulaziz, **Integral Marketing Communications,** (Cairo: Dar Al-Nahda Al-Masryia، 2015).

-Armstrong, G., Kotler, P., Harker, M. & Brennan, R., (2015). **"Marketing: An Introduction"**, 3rd . Ed.,(USA: Pearson Education).

**Activities accompanying the content (application discussions during the lecture):**

- The student compares the different marketing concepts and deduces for himself/herself the differences between them and the points of focus in each concept.

The student discusses the difference between commercial marketing, social marketing, and political marketing.

The student will deduce the difference between marketing and selling.

- The student discusses, does marketing differ in different countries?

- The student mentions practical examples of companies that took into account environmental considerations and the public interest and apply the concept of Social Marketing.

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| Second week 23/10/2021 |  |
| Main topic | **The concept of market research and quantitative and qualitative data collection tools** |
| Teachers | Prof.DR.Dalia Mohammed Abdullah |
| Lecture place | Grandstand (...) Or Hall (..) As per the schedule |

**Brief explanation of the course content in the Second week:**

The student learns about the concept of market research, the types and objectives of pre-product market research, during the flow of the product from the factory or place of production to the consumer, and post-targeting research. We will also address data sources (primary sources - secondary sources) and the advantages and disadvantages of each, the types of data to be collected, i.e. quantitative data and qualitative data, and data collection tools according to their type, such as a questionnaire to obtain quantitative data, focus groups and complaint boxes to obtain qualitative data and ...So on

**References and knowledge sources related to the content:**

-Samy Abdulaziz, **Integral Marketing Communications,** (Cairo: Dar Al-Nahda Al-Masryia، 2015)..

Tallat Asaad, (2009), **Integral Marketing Communications** (Cairo: Dar Al-Nahda Al-Masryia)..

-Armstrong, G., Kotler, P., Harker, M. & Brennan, R., (2015). **“Marketing: An Introduction"**, 3rd . Ed.,(USA: Pearson Education).

**Activities accompanying the content (discussions/applications)**

* Discussions after presenting a case study of Burger King “An experiment to test the loyalty of its customers to one of its products”
* Discussions and applications about the types of research before the product is produced, during its flow to the consumer, and after consumption.

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| Third week 30/10/2021 |  |
| Main topic | **Market research preparation steps.** |
| Teachers | Prof.DR.Dalia Mohammed Abdullah |
| Lecture place | Grandstand (...) Or Hall (..) As per the schedule |

**Brief explanation of the course content in the third week:**

The steps of market research are reviewed, such as defining the problem, the objective of the research, defining the audience and the sample, and... Until the writing of the research report.

**References and knowledge sources related to the content:**

Tallat Asaad, (2009), **Integral Marketing Communications** (Cairo: Dar Al-Nahda Al-Masryia)..

-Armstrong, G., Kotler, P., Harker, M. & Brennan, R., (2015),**" Marketing: An Introduction"**, 3rd . Ed.,(USA: Pearson Education).

**Activities accompanying the content (discussions/applications)**

* Market research case studies such as market research for a telecom company or... Other (examples from previous graduation projects).
* In-lecture training on designing a questionnaire.

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| Fourth week 06/11/2021 |  |
| Main topic | **The concept of the marketing environment, ways of responding to it and its elements, types of the marketing mix and the benefits of marketing.** |
| Teachers | Prof.DR.Dalia Mohammed Abdullah |
| Lecture place | Grandstand (...) Or Hall (..) As per the schedule |

**Brief explanation of the course content in the fourth week:**

The concept of the marketing environment will be addressed, the elements of the political, social, economic, technological, cultural, and legal environment and their effects on the elements of the marketing mix. It will also identify the benefits of marketing (temporal - spatial...).

**References and knowledge sources related to the content:**

-Samy Abdulaziz, **Integral Marketing Communications,** (Cairo: Dar Al-Nahda Al-Masryia، 2015)..

- Armstrong, G., Kotler, P., Harker, M. & Brennan, R., (2015). **"Marketing: An Introduction"**, 3rd. Ed.,(USA: Pearson Education).

- Mullin, R., (2018), **'Promotional Marketing**'. 2nd .Ed., (UK: Routledge).

**Activities accompanying the content (discussions/applications)**

* Applications to how each of the environmental variables affects organizations.

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| Fifth week 13/11/2021 |  |
| Main topic | **Product decisions (concept, product life cycle, brand name and brand)..** |
| Teachers | Prof.DR.Dalia Mohammed Abdullah+ DR. Eman Osama |
| Lecture place | Grandstand (...) Or Hall (..) As per the schedule |

**Brief explanation of the course content in the fifth week:**

The lecture deals with the concept of the product, its life cycle, the marketing mix at each stage of the product life cycle, the difference between the brand name and the brand, the types of new products.

**References and knowledge sources related to the content:**

-Samy Abdulaziz, **Integral Marketing Communications,** (Cairo: Dar Al-Nahda Al-Masryia، 2015)..

- Armstrong, G., Kotler, P., Harker, M. & Brennan, R., (2015). **"Marketing: An Introduction"**, 3rd . Ed., (USA: Pearson Education).

- Mullin, R., (2018), '**Promotional Marketing**', 2nd .Ed., (UK: Routledge).

**Activities accompanying the content (discussions/applications)**

* Applications to new product types.
* Significances of some brands.
* Discussions on life cycle determination for many products.
* Presentations on the assignment of the Environmental Impact on Firms (Green Marketing Considerations).

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| Sixth week 20/11/2021 |  |
| Main topic | **Product Development Phases** |
| Teachers | Prof.DR.Dalia Mohammed Abdullah+ DR. Eman Osama |
| Lecture place | Grandstand (...) Or Hall (..) As per the schedule |

**Brief explanation of the course content in the sixth week:**

Each step of product development is explained with practical examples, from gathering information on product development ideas to testing the final production decision.

**References and knowledge sources related to the content:**

-Samy Abdulaziz, **Integral Marketing Communications,** (Cairo: Dar Al-Nahda Al-Masryia، 2015)..

- Armstrong, G., Kotler, P., Harker, M. & Brennan, R., (2015), **'Marketing: An Introduction'**, 3rd. Ed.,(USA: Pearson Education).

- Mullin, R., (2018**), Promotional Marketing**, 2nd.Ed., (UK: Routledge).

**Activities accompanying the content (discussions/applications)**

* Discussions and practical examples of the development of many products at different stages, whether in the way of packaging or adding a new taste or adding a new function and ...

...So on

* Presentations on the assignment of the Environmental Impact on Firms (Green Marketing Considerations).

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| Seventh week | 27/11/2021 |
| Main topic | **Mid-semester exam** |
| Teachers | Prof.DR.Dalia Mohammed Abdullah+ DR. Eman Osama |
| Lecture place | Grandstand (...) Or Hall (..) As per the schedule |

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| Eighth week 04/12/2021 | 04/12/2021 |
| Main topic | **The concept of pricing and its various strategies, the concept of distribution and its various strategies** |
| Teachers | DR. Eman Osama |
| Lecture place | Grandstand (...) Or Hall (..) As per the schedule |

**Brief explanation of the course content in the eighth week**

In the lecture, we review the concept of pricing, the factors affecting product pricing, different pricing strategies, the concept of distribution, and strategies.

**References and knowledge sources related to the content:**

-Samy Abdulaziz, **Integral Marketing Communications,** (Cairo: Dar Al-Nahda Al-Masryia، 2015)..

- Armstrong, G., Kotler, P., Harker, M. & Brennan, R., (2015), **'Marketing: An Introduction'**, 3rd. Ed.,(USA: Pearson Education).

- Mullin, R., (2018**), Promotional Marketing**, 2nd.Ed., (UK: Routledge).

**Activities accompanying the content (discussions/applications)**

* Applications to organizations and the quality of pricing and distribution strategies they use and discussions from students about their views of the strategies used and their goals.
* Presentations on the assignment of the Environmental Impact on Firms (Green Marketing Considerations)..

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| Ninth week 11/12/2021 | 11/12/2021 |
| Main topic | **The concept of market segmentation and criteria for segmentation.** |
| Teachers | DR. Eman Osama |
| Lecture place | Grandstand (...) Or Hall (..) As per the schedule |

**Brief explanation of the course content in the ninth week**

The concept and conditions of the market and market segmentation strategies (total market or generalization versus market segmentation) are addressed. A comparison will be made between the focus strategy and the multi-stage strategies such as market segmentation strategies, and market segmentation criteria will be explained (demographic bases, psychographic bases, and behavioural bases).

**References and knowledge sources related to the content:**

-Samy Abdulaziz, **Integral Marketing Communications,** (Cairo: Dar Al-Nahda Al-Masryia، 2015)..

- Armstrong, G., Kotler, P., Harker, M. & Brennan, R., (2015),**”Marketing: An Introduction"**, 3rd . Ed., (USA: Pearson Education).

- Mullin, R., (2018), Promotional Marketing, 2nd .Ed., (UK: Routledge ).

**Activities accompanying the content (discussions/applications)**

* Presenting advertisements and discussions about the quality of the target audience and dividing it according to demographic, psychographic, or behavioural bases.

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| Tenth week 18/12/2021 | 18/12/2021 |
| Main topic | **The concept of integrated marketing communications and the features of this approach.** |
| Teachers | DR. Eman Osama |
| Lecture place | Grandstand (...) Or Hall (..) As per the schedule |

**Brief explanation of the course content in the tenth week:**

Several concepts of the integrated marketing communications entrance, the reasons for the emergence of this entrance, and its features are explained.

**References and knowledge sources related to the content:**

-Samy Abdulaziz, **Integral Marketing Communications,** (Cairo: Dar Al-Nahda Al-Masryia، 2015)..

Tallat Asaad, (2009), **Integral Marketing** **Communications** (Cairo: Dar Al-Nahda Al-Masryia)..

Shimaa Salem, (2013), **Integral Marketing Communications**, (Jordan: Dar al-Massira for Publishing & Distribution).

-Armstrong, G., Kotler, P., Harker, M. & Brennan, R., (2015), **" Marketing: An Introduction"**, 3rd . Ed.,(USA: Pearson Education).

**Activities accompanying the content (workshops /applications)**

* The comparison between the concepts of the integrated marketing communications entrance and the students' conclusion of the elements of each concept and the difference between it and other concepts.

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| Eleventh week | 25/12/2021 |
| Main topic | **Advantages and disadvantages of this entry and its participants** |
| Teachers | DR. Eman Osama |
| Lecture place | Grandstand (...) Or Hall (..) As per the schedule |

**Brief explanation of the course content in the eleventh week:**

Explanation of the advantages of relying on this approach and the problems that may face its application, especially the problems related to databases, and the transition from the 4 p's to the 4 c's - the seven elements of the marketing mix, and the participants in the application of this approach will be addressed.

**References and knowledge sources related to the content:**

-Samy Abdulaziz, **Integral Marketing Communications,** (Cairo: Dar Al-Nahda Al-Masryia، 2015)..

Tallat Asaad, (2009), **Integral Marketing Communications** (Cairo: Dar Al-Nahda Al-Masryia)..

- Shimaa Salem, (2013), **Integral Marketing Communications**, (Jordan: Dar al-Massira for Publishing & Distribution).

-Armstrong, G., Kotler, P., Harker, M. & Brennan, R., (2015). **" Marketing: An Introduction"**, 3rd . Ed., (USA: Pearson Education).

**Activities accompanying the content (discussions/applications)**

* Applications on organizations use integration in their advertising campaign, and students monitor integration manifestations.
* Presentations on the impact of environmental variables (political - legal - competitive - economic) on a company of students' choice and clarification of the complementarities in one of its advertising campaigns.

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| Twelfth week | 01/01/2021 |
| Main topic | **Emerging of Digital Advertising and its Development** |
| Teachers | DR. Eman Osama |
| Lecture place | Grandstand (...) Or Hall (..) As per the schedule |

**Brief explanation of the course content in the twelfth week:**

The concept of digital advertising, the concept of interactive, the emergence of online advertising, the first bar or web ad, the emergence of advertising via Facebook and ads via search engines, and the evolution of advertising on social media platforms are reviewed.

**References and knowledge sources related to the content:**

- Coles, Linda, (2016), Marketing and Social Media, (Cairo: Dar Al-Fajr for Publishing & Distribution).

- Moran, M. & Hunt, B. 2015 **"Search Engine Marketing, Inc.: Driving Search Traffic to your Company's Website"**, (USA: IBM Press).

- Hanlon, A., (2019), **'Digital Marketing: Strategic Planning & Integration**', (UK: Sage Publication).

**Activities accompanying the content (discussions/applications)**

* Discussions with students about the history of social media as an advertising and marketing medium.
* Presentations on the impact of environmental variables (political - legal - competitive - economic) on a company of students' choice and clarification of the complementarities in one of its advertising campaigns.

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| Thirteenth week | 08/12/2021 |
| Main topic | **Describing the opportunities and challenges related to the advertising via the social media** |
| Teachers | DR. Eman Osama |
| Lecture place | Grandstand (...) Or Hall (..) As per the schedule |

**Brief explanation of the course content in the thirteenth week:**

Describing the opportunities and challenges related to the advertising via the social media۔

**References and knowledge sources related to the content:**

- Coles, Linda, (2016), Marketing and Social Media, (Cairo: Dar Al-Fajr for Publishing & Distribution).).

- Moran, M. & Hunt, B. 2015 **"Search Engine Marketing, Inc.: Driving Search Traffic to your Company's Website"**, (USA: IBM Press).

- Hanlon, A., (2019), **Digital Marketing: Strategic Planning & Integration** (UK: Sage Publication).

**Activities accompanying the content (discussions/applications)**

* Discussions with students about the history of social media as an advertising and marketing medium.
* Presentations on the impact of environmental variables (political - legal - competitive - economic) on a company of students' choice and clarification of the complementarities in one of its advertising campaigns.

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| Fourteenth week | 15/12/2021 |
| Main topic | **About the applications of artificial intelligence in marketing and advertising** |
| Teachers | DR. Eman Osama |
| Lecture place | Grandstand (...) Or Hall (..) As per the schedule |

**Brief explanation of the course content in the fourteenth week:**

The lecture will address some of the applications of artificial intelligence, such as those aimed at directing the advertisement to the target audience by determining the age, location of the recipient, and the interests and preferences of the target audience. An overview of chatbots Adv ads and augmented reality will be given.

**References and knowledge sources related to the content:**

- Coles, Linda, (2016), Marketing and Social Media, (Cairo: Dar Al-Fajr for Publishing & Distribution).).

- Hanlon, A., (2019), **Digital Marketing: Strategic Planning & Integration**, (UK: Sage Publication).

**Activities accompanying the content (discussions/applications)**

* Examples of artificial intelligence applications in advertising and marketing.
* Presentations on the impact of environmental variables (political - legal - competitive - economic.) on a company of students' choice and clarification of the complementarities in one of its advertising campaigns.

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| --- | --- |
| Fifteenth week | 22/12/2021 |
| Main topic | **Semester End** |
| Teachers | Prof.DR.Dalia Mohammed Abdullah+ DR. Eman Osama |
| Lecture place | Grandstand (...) Or Hall (..) As per the schedule |

**Tuition assignments throughout the semester**

|  |  |  |
| --- | --- | --- |
| **Assessment week** | **Type and content of assessment** | **Assessment degree** |
| All weeks | Attendance, participation in discussion and expressing opinion | 10 |
| From fourth to eighth week | Collective assignment on the impact of the environment on companies (Green Marketing Considerations) | 10 |
| From tenth to fourteenth week | A collective assignment on choosing a company, examining how environmental variables affect it (Political, legal, competitive, economic..). And to clarify the aspects of integration in one of its advertising campaigns | 10 |

**Student grade evaluation criteria:**

* Regarding the first assignment: Collective assignment on the impact of the environment on companies (Green Marketing Considerations), the student’s grades are calculated based on the performance that the student demonstrated during the required assessments, including the following skills:

|  | **Cognitive skills:** | **3-Mental skills:** | **Presentation skills** |
| --- | --- | --- | --- |
|  | Describes the marketing policies of a company that take into account environmental considerations.  Mention the most important environmentally friendly products offered by the company.  It shows the evolution of this company's packaging policies and the degree of its dependence on green packaging. | - Evaluates some social advertising campaigns related to the environmental considerations presented by the company.  - Analysis some of the company's publications via its official Facebook page.  - Contradict the degree and how the company takes into account environmental considerations in the various stages of its production and marketing operations. | - Expresses the idea clearly and fluently  -Uses body language effectively during the presentation.  - Uses the linguistic vocabularies and terms accurately.  -Employs pictures and illustrations appropriately related to the subject.  -Adheres to the time scheduled for the presentation. |
| **9 -10**  **Excellent** | - Deep knowledge and understanding of relevant content.  - Accuracy of information.  A broad and comprehensive informational presentation and in-depth reading. | Super mental skills.  Advanced critical analysis and evaluation.  Rich discussion.  Intellectual contributions. | Excellent presentation.  Very well written, clear and good work. |
| **7- 8.9**  **Good/Very Good** | - Good/Very good knowledge and understanding of the content.  - Accuracy of information.  - Good information presentation. | - Good/Very Good Skills.  Good critical analysis and evaluation.  - Effective discussion.  - Opinions highlight independent thought. | - Good/Very good presentation.  A well-written and generally clear work. |
| **6 -6.9 Fair** | - Reasonable knowledge and understanding of relevant content.  - Lack of accuracy of information.  -Acceptable informational representation. | -Acceptable mental skills.  - Some relevant analyses and critical evaluations.  An intellectual vision, even if it is always incomplete or clear-cut.  Opinions express a degree of intellectual independence. | -Acceptable informational representation.  - The writing style is acceptable, although there are weaknesses and errors that affect the accuracy of the content. |
| **5 -5.9**  **Weak** | - Weak knowledge and understanding of relevant content.  - Some accurate information, but significant errors or irrelevant content.  Limited reading. | -Weak mental skills.  Limited critical analyses and evaluations, and more reliance on description.  Inability to develop clear ideas and arguments.  Lack of evidence of an independent thought. | -Weak informational representation.  The writing style is appropriate, but it has some weaknesses, and sometimes it is not clear. |
| **0 -4.9**  **Weak/Very weak** | - Very Weak knowledge and understanding of relevant content.  Major errors, irrelevant and inaccurate content.  - Lack of evidence of appropriate and relevant reading. | -Very Weak mental skills.  Lack of any analysis, critical evaluations, arguments or opinions related to the content.  There is no evidence of any degree of intellectual independence. | -Very Weak informational representation.  The writing style is not clear, and has many grammatical errors and weaknesses. |

* Regarding the second assignment: "A collective assignment on choosing a company, examining how environmental variables affect it (Political, legal, competitive, economic..). and to clarify the aspects of complementarity in one of its campaigns.” The student’s grades are calculated based on what he demonstrated during the required assessments of performance that includes the following skills:

|  | **Cognitive skills:** | **3-Mental skills:** | **Presentation skills** |
| --- | --- | --- | --- |
|  | - Mention the impact of the political environment in the company.  - Describes the impact of the economic environment on the company.  - Explains the impact of the legal environment in the company.  - Determines the consequences of the competitive environment on the company.  - Describes the impact of the technological environment on the company.. | - Analyses one of the company's advertising campaigns  - Evaluates the degree of integration in one of the company's advertising campaigns.  - Discusses the impact of the marketing environment on the company's promotional policies. | - Expresses the idea clearly and fluently  -Uses body language effectively during the presentation.  - Uses the linguistic vocabularies and terms accurately.  -Employs pictures and illustrations appropriately related to the subject.  -Adheres to the time scheduled for the presentation.. |
| **9 10**  **Excellent** | - Deep knowledge and understanding of relevant content.  - Accuracy of information.  A broad and comprehensive informational presentation and in-depth reading. | Super mental skills.  Advanced critical analysis and evaluation.  Rich discussion.  Intellectual contributions. | Excellent presentation.  Very well written, clear and good work. |
| **7- 8.9**  **Good/Very Good** | - Very Good/ knowledge and understanding of relevant content.  - Accuracy of information.  - Good information presentation | - Good/Very Good Skills.  Good critical analysis and evaluation.  - Effective discussion.  - Opinions highlight independent thought. | - Good/Very good presentation.  A well-written and generally clear work. |
| **6 -6.9 Fair** | - Acceptable knowledge and understanding of relevant content.  - Lack of accuracy of information.  -Acceptable informational representation. | -Acceptable mental skills.  - Some relevant analyses and critical evaluations.  An intellectual vision, even if it is always incomplete or clear-cut.  Opinions express a degree of intellectual independence. | -Acceptable informational representation.  - The writing style is acceptable, although there are weaknesses and errors that affect the accuracy of the content. |
| **5 5.9**  **Weak** | - Weak knowledge and understanding of relevant content.  - Some accurate information, but significant errors or irrelevant content.  Limited reading. | -Weak mental skills.  Limited critical analyses and evaluations, and more reliance on description.  Inability to develop clear ideas and arguments.  Lack of evidence of an independent thought. | -Weak informational representation.  The writing style is appropriate, but it has some weaknesses, and sometimes it is not clear. |
| **0 4.9**  **Weak/Very weak** | - Very Weak knowledge and understanding of relevant content.  Major errors, irrelevant and inaccurate content.  - Lack of evidence of appropriate and relevant reading. | -Very Weak mental skills.  Lack of any analysis, critical evaluations, arguments or opinions related to the content.  There is no evidence of any degree of intellectual independence. | -Very Weak informational representation.  The writing style is not clear, and has many grammatical errors and weaknesses. |