Course Description

Course Name: Introduction to Advertising **Course code:** Com 103	**Program**: Public relation and Advertising **Academic level:** first level **The Semester:** First and Second Term
Specialization: General	**Number of Units:** 3 **Theoretical: (3) Practical: (1)**

- **Intended learning outcomes:**
  A- Information and Concepts:

  A / 1- Know the definition of marketing and the elements of the marketing mix.

  A/2 - Mention the concept of advertising, its development, and its various characteristics.

  A/3- Know the divisions, types and effects of advertising.

  A/4 - Summarize criticisms of the advertisement and responds to them.

  A/5- Summarize the functions of advertising communication and the communication stages in advertising.

  A/6- Recognize the characteristics of advertising communications.

  A / 7 – Mention the definition of the advertiser, the functions of advertising management and the organization of advertising management.

  A/8 - Identifies the factors affecting the attraction of the advertisement.

  A/9- Know the advertising media (their types and characteristics of each).

  A/10 - Mention the factors that influence the selection of advertising media.

A / 11- Recognize the characteristics of advertising in modern advertising means (advertising via social networking sites, advertising via smart phones, and direct mail advertising).

A/12- Mention the definition of advertising agencies and their most important characteristics.

A/13- Recognize the criteria for selecting advertising agencies.

A/14- Define the types of advertising agencies and their organization patterns.

b- Mental skills:

B/1- Distinguish the difference between marketing and promotional mix policies.

B/2- Analyze the criticisms that are directed at advertising.

B/3-choose the most appropriate media when planning advertising.

B/4- Explain the reasons for choosing one medium over another when planning the advertising campaign.

B/5- Infer the functions of advertising communication.

B/6- Distinguish between advertising agencies and their various services.

B/7- Compare the characteristics of advertising in traditional and modern means.

B/8- Analyze the factors affecting attracting attention to the advertisement.

c- Professional skills:

C/1- Apply modern thinking patterns to evaluate an advertising campaign

C/2- Carry out a scientific research on the features and characteristics of advertising in traditional media compared to modern media.

C/3- Prepare presentations for choosing advertising media.

C/4- Apply The scheduling of the means in the planning of the campaign.

C/5 - Design the advertising and waiting organization structure.

d- General skills:

D/1 - works with the group in a one-team style.

D / 2- discusses the advertisements he is exposed to and compares them.

D/3 - Presents a report on one of the attachments.

D/4- uses the Internet to search for other readings related to the advertisement.

D/5- Uses The computer to accomplish the various tasks in the course

- **Content:**

/1- Advertising (its origin, development, definition and characteristics).

4/2- Advertising divisions, types and effects.

4/3- Criticisms of advertising.

4/4- The advertising communication process and advertising communication functions.

4/5- Marketing (its development, definition, and elements of the marketing and promotional mix).

4/6- The advertiser (the advertiser's definition of the advertiser's advertising management functions and the organization of advertising management).

4/7- Mid-term exam.

4/8- Factors affecting attracting attention to advertising.

4/9- Advertising media (definition, types, characteristics, units of measurement for advertising in them).

4/10 - Advertising in traditional advertising means (newspapers, radio, television, cinema and road advertisements).

4/11- Advertising in modern advertising means (advertising via social networking sites, advertising via smart phones, and direct mail advertising).

4/12- Factors affecting the selection of advertising media and media planning and scheduling.

4/13- Advertising agencies (definition, importance, selection criteria).

4/14- Types of advertising agencies, their organization patterns, and the services they provide.

4/15- The final exam.

- **Teaching and learning methods:**
  1- Theoretical lectures.
  2- Case study.
  3- Discussions and brainstorming
  4- Self-learning
  5- E-learning

6- Working in groups.

- **Evaluation System:**

  1-The mid-semester written test.

  2- Assignments and researches to evaluate the student's ability to research and investigation.

  3- Discussion and participation in the lecture.

  4- A written test at the end of the semester.