|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. Course code: | MKT364 | | | 1. Course title: | | | | | | Advertising Management | | | | | | | | | | | |
| College of Business Administration | | | | | | | | | | | | | | | | | | | | | |
| 1. Department: Management and Marketing | | | | | | | | | | | | | | | | | | | | | |
| 1. Program: B.Sc. in Marketing/ Minor in Management/Accounting/Finance/Islamic Banking | | | | | | | | | | | | | | | | | | | | | |
| 1. Course credits: 3-credit hour | | | | | | | | | | | | | | | | | | | | | |
| 1. Course NQF Level: 6-7-8 | | | | | | | | | | | | | | | | | | | | | |
| 1. NQF Credits: TBA | | | | | | | | | | | | | | | | | | | | | |
| 1. Prerequisite: MKT 261 | | | | | | | | | | | | | | | | | | | | | |
| 1. Lectures Timing & Location: Online   MKT 364 3 U ( 09:00 - 09:50 )  MKT 364 4 U ( 11:00 - 11:50 )  MKT 364 3+4 H ( 10:00 - 11:40 )  MKT 364 1+2 M ( 10:00 - 11:40 )  MKT 364 1 W ( 09:00 - 09:50 )  MKT 364 2 W ( 11:00 - 11:50 ) | | | | | | | | | | | | | | | | | | | | | |
| 1. Course web page: Available on Blackboard | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Instructor: Sarra Berraies | | | | | | | | | | | | | | | | | | | | | |
| 1. Office Hours and Location: online | | | | | | | | | | | | | | | | | | | | | |
| 1. Course coordinator: Sarra Berraies, sbarraies@uob.edu.bh | | | | | | | | | | | | | | | | | | | | | |
| 1. Academic year: 2020-2021 | | | | | | | | | | | | | | | | | | | | | |
| 1. Semester: | |  | First | | | | | X | | | Second | | | |  | | Summer | | | | |
| 1. Textbook Strategic Advertising Management, By Larry Percy & Richard Rosenbaurm- Elliott, Oxford Publication, Fourth Edition, 9780198703655, 2016. | | | | | | | | | | | | | | | | | | | | | |
| 1. References from the Library (http://www.ac-knowledge.net/uobv3/1) | | | | | | | | | | | | | | | | | | | | | |
| 1. Other learning resources used (e.g., e-Learning, field visits, periodicals, software, etc. Advertising and Promotion; Communicating Brands, Chris Hackley   Journal of Advertising  Journal of Advertising Research | | | | | | | | | | | | | | | | | | | | | |
| 1. Course description (as per the published):   The origin and development of advertising, roles of advertising, the new media, the effects of advertising, what does advertising mean, semiotics and ideology, concepts and methods, the language and rhetoric of advertising. | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Intended Learning Outcomes (CILOs): | | | | | | | | | | | | | | | | | | | | | |
| CILOs | | | | | *Mapping to PILOs* | | | | | | | | | | | | | | | | |
| Learning goals | | | | | a. Knowledge | | b. Globalization | | | | | c. Skills | | d. Communication | | | | e. Competencies | | f. Values | |
|  | | | | | a1: General Knowledge | a2: Specific knowledge | b1: International cross-cultural | | b2: Global Perspective | | | c1: Thinking skills | c2: Analytical skills | d1: Communication (Writing) | | d2: Communication (Oral) | | e1: Leadership skills | e2: Teamwork | f1: Ethics | f2: Social responsibility |
| 1. Demonstrate a detailed knowledge and understanding of the objectives and process of advertising, marketing orientation and their implications. | | | | | ✓ | ✓ |  | | ✓ | | |  |  |  | | ✓ | |  |  | ✓ | ✓ |
| 2. Understand and appreciate the consumer business buyer’s behavior in the advertising context to use appropriate advertising resources and principles. | | | | | ✓ | ✓ | ✓ | |  | | |  |  |  | |  | |  |  |  |  |
| 3. Apply the concepts and strategies covered in the course to identify and assess advertising and promotional strategies considering the firm's environment, objectives, and target markets. | | | | |  |  | ✓ | | ✓ | | |  |  |  | |  | |  | ✓ | ✓ | ✓ |
| 4. Demonstrate an ability to design, implement, monitor and evaluate effective advertising mix strategies using creative tactics and execution. | | | | |  |  |  | |  | | | ✓ | ✓ | ✓ | | ✓ | |  | ✓ |  |  |
| 5. Develop creative solutions to tackle advertising and marketing communications challenges. | | | | |  |  |  | |  | | |  |  | ✓ | | ✓ | | ✓ | ✓ |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1. Course assessment: | | | | |
| *Assessment Type* | *Details/ Explanation of Assessment in relation to CILOs* | *Number* | *Weight* | *Date (s)* |
| Continuous Assessment (2-hour) | Chapters’ reading, Class participation (short questions) and attendance  1, 2, 3, 4 | 1 | 15 % | **All the semester**  **7/2/2021-27/5/2021** |
| Engagement Activities (1-hour) | Quizzes  Class participation (Role play games)  Class attendance  1, 2, 3, 4 | 2 | 15 % | **All the semester**  **7/2/2021-27/5/2021** |
| Examination/ project/assignment/other  (practical) | Project (Advertising strategy)  and  Advertising Video    2,3,4, 5 | 2 | 30% (15% and 15%) | **25/4-8/5/20201 (Project)**  **1/4-8/5/2021 (Video)** |
| Final Examination  (Respondus) | Chapter 7. 8, 9, 10  1,2,3,4, 5 | 1 | 40% | **05/06/2021**  **2H30-4h30** |
| Total |  |  | 100% |  |

|  |  |
| --- | --- |
| 1. Description of Topics Covered | |
| *Topic Title*  *(e.g., chapter/experiment title)* | *Description* |
| Chapter-1 What are Advertising and Promotion? | Defining Advertising and Promotion, A Closer Look at Advertising; A Closer Look at Promotion, Advertising and Promotion in Social Media; and Advertising and the Consumer, Ethics and Advertising, Criticism of Advertising. |
| Chapter-5 The Strategic Planning Process | Review the Marketing Plan First, Implement the Five-Step Strategic Planning Process. |
|  |  |
| Chapter-6  Selecting the Target Audience | Target Audience Groupings, Loyalty in Target Audience Selection, Cost Implications in Selecting a Target Audience, Profiling a Target Audience, Target Audience and Strategy.  . |
| Chapter-7 Understanding Target Audience Decision Making | Developing a Model of Target Audience Decision Making |
| Chapter-8 Selecting the Target Audience | Target Audience Groupings, Loyalty in Target Audience Selection, Cost Implications in Selecting a Target Audience, Profiling a Target Audience, Target Audience and Strategy. |
| Chapter-9 Determining the Best Positioning | Marketing Mix ,Identifying and Defining the Market, Seeking a Differential Advantage, Effective Positioning |
| Chapter-10 Setting a Media Strategy | Setting Communication Objectives ,Brand Awareness and Brand Attitude Strategy, Importance of Involvement and Motivation ,Promotion Strategy. |
| Chapter-11 Processing the Message | What do we Mean by Processing, Cognitive Responses in Processing, Emotion ,Processing Advertising in New Media. |
| Chapter-12 Creative Tactics | Tactics for Attention ,Tactics for Learning ,Minimizing Problems with Memory Brand Awareness and Brand Attitude Creative Tactics. |
| Chapter-13  Creative Execution | Creating Advertising, Creative Execution and Decision Roles, Consistency in Creative Executions, Social Marketing Communication, Briefing the Creative, Creative Research. |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 1. Weekly Schedule | | | | | |
| *Week* | *Date* | *Topics covered* | *CILOs* | *Teaching Method* | *Assessment* |
| *1* | 7*-13 Feb., 2021* | Introduction to the course and its relation to other courses Course outline review | 1,2 | *2-hour lecture: Lecture and*  *Class Discussion* |  |
| *1-hour lecture*  *Class discussion* |
| *2* | *14-20 Feb., 2021* | Chapter-1  What are Advertising and Promotion | 1,2,3 | *2-hour lecture:*  *Lecture and*  *Class Discussion* | Homework  *Reading* |
| *1-hour lecture*  *Tutorial activity,* |
| *3* | |  | | --- | | *21-27 Feb., 2021* | | Chapter-5  The Strategic Planning Process | 1,2,3 | *2-hour lecture: Lecture and*  *Class Discussion* | Homework  *Reading* |
| *1-hour lecture*  *Tutorial activity,* |
| *4* | 28 Feb*-6 March, 2021* | Chapter-6  Selecting the Target Audience | 1,2,3 | *2-hour lecture: Lecture and*  *Class Discussion* | Course Project Brief |
| *1-hour lecture* |
| *5* | 7*-13 March, 2021* | Chapter-7  Understanding Target Audience Decision Making | 2,3,4,5 | *2-hour lecture: Lecture and*  *Class Discussion* | MCQ  Role play Game |
| *1-hour lecture* |
| *6* | 14*-20 March, 2021* | Chapter-8  Determining the Best Positioning | 1,2,4, 5 | *2-hour lecture: Lecture and*  *Class Discussion* | Homework  *Case study* |
| *1-hour lecture* |
| *7* | 21-27 March, 2021 | Chapter-9 Developing a Communication Strategy | 1,2,3 | *2-hour lecture: Lecture and*  *Class Discussion* | Homework  *reading* |
| *1-hour lecture* |
| *8* | 28 March-3 Apr, 2021 | Chapter 10 Setting a media strategy | 1,3,4, 5 | *2-hour lecture: Lecture and*  *Class Discussion* | Advertising Video  *Brief* |
| *1-hour lecture* |
| *9* | **Sun, 4 – Thu, 8 Apr 2021** | Mid semester Exams |  | *2-hour lecture: Lecture and*  *Class Discussion* |  |
| *1-hour lecture* |
| *10* | 11-17 Apr, 2021 | Chapter-11 Processing the Message | 1,2,3 | *2-hour lecture: Lecture and*  *Class Discussion* | Project |
| *1-hour lecture*  *Tutorial activity,* |
| *11* | 18 -24 Apr, 2021 | Chapter-12 Creative Tactics | 2,3.4, 5 | *2-hour lecture: Lecture and*  *Class Discussion* | Homework  *reading* |
| *1-hour lecture*  *Tutorial activity,* |
| *12* | 25 -30 Apr, 2021 | Chapter-13  Creative Execution | 2,3,4, 5 | *2-hour lecture: Lecture and*  *Class Discussion* |  |
| *1-hour lecture*  *Tutorial activity,* |
| *13* | |  | | --- | | 2-8 May, 2021 | | Project Presentation | 2,3,4, 5 | *2-hour lecture: Lecture and*  *Class Discussion* | Project Presentation |
| *1-hour lecture*  *Tutorial activity,* |
| *14* | |  | | --- | | 9-15 May, 2021 | | Project Presentation | 2,3,4, 5 | *2-hour lecture:*  *Lecture and*  *Class Discussion* | Project Presentation |
| *1-hour lecture*  *Tutorial activity,* |
| *15* | 16-22 May, 2021 | Course Revision | 1,2,3,4, 5 | *2-hour lecture: Lecture and*  *Class Discussion* |  |
| *1-hour lecture*  *Class discussion* |
| *16* | 23-27 May, 2021 | Course Revision | 1,2,3,4, 5 | *2-hour lecture:*  *Class Discussion* |  |
| *1-hour lecture*  *Class discussion* |  |
| *17* | 05/06/2021  2H30-4h30 | Final Exam |  |  |  |