

Course Description Form

Basic Course Specifications				
Course Title:	: Intro to Advertising			
Course Code:	: COM 233			
Program on which the course is given	: <input checked="" type="checkbox"/> Bachelor	: <input type="checkbox"/> Diploma	: <input type="checkbox"/> Master	: <input type="checkbox"/> Pre- PhD
Academic year:	: 2025/2026			
Specialization (units of study)	: Theoretical (2)		Practical (2)	
Pre-Requisites:	: Introduction to PR and Advertising			
Overall Course Objectives				
<p>This course introduces students to a new level of marketing using advertising. The students will manage to take their previous knowledge of advertising basics and elevate it. This course will provide students with knowledge on the technical as well as theoretical aspects of the advertising industry. Students will also be able to implement visual concepts and use those elements, along with the technical aspects, to start successfully creating a comprehensive advertising campaign. This course will also provide students with a strong background in analyzing and responding to clients' advertising.</p>				
Intended Learning Outcomes				
1.Knowledge and Understanding				
<p>1.1 define advertising process, objectives, and different types of advertising .</p> <p>1.2 Identify, analyze and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications.</p> <p>1.3 define advertising and marketing terminology and types of marketing research .</p> <p>1.4 Identify marketing and advertising strategy .</p> <p>1.5. understand market analysis and segmentation dimensions .</p> <p>1.6 Recognize the key elements of creating brand identity for advertising.</p> <p>1.7 Expand their analytical and cognitive skills through learning experiences in diverse subjects.</p> <p>1. 8Identify the technical aspects of producing an advertisement.</p> <p>1.9 Recognize different media in advertisement delivery.</p>				
2.Intellectual Skills				
<p>2.1 Practice how advertising objectives are set.</p> <p>2.2 Analyze how an advertisement is evaluated based on objectives.</p> <p>2.3 Perform a market segmentation analysis.</p> <p>2.4 Illustrate How to use the tools of environmental scanning in the analysis of media institutions competitors.</p>				

2.5 Apply persuasion and influence techniques in designing advertising and marketing strategies.
, post-production.

2.5 Analyze consumer behavior and how they think in order to better target and serve industries and unique markets.

2.6 Create an idea and translate it to a visual feature.

2.7 Link both targeting the markets and the customers' segmentation together to give a more coherent image of the marketing process

3. Professional and Practical skills

By the end of this course students should be able to :

- 3.1 Plan for successful production process.
- 3.2 Plan for a scene-by-scene storyboard.
- 3.3 Choose various formats and punch lines correctly for the best impact.
- 3.4 Plan to manage the technical aspects of production to serve the message.
- 3.5 Plan for advertising campaign.
- 3.6 Evaluate the effectiveness of advertising.
- 3.7 Plan to analyze a brand before setting an ad concept .

4. General and Transferable skills

- 4.1 create a concept with different implementations.
- 4.2 Manage Visual literacy in advertisements hidden messages.
- 4.3 Apply Software skills – Cylix to create a professional storyboard
- 4.4 Apply Visual conceptualization strategy.
- 4.5 Use persuasion appeals for writing advertising content.
- 4.6 Create logos and slogans .

Course Content

Lect. #	Topic	Hrs#	Theoretical	Practical
1	Introduction to advertising.	4	■	■
2	Basic tools for advertising.	4	■	■
3	The strategy that is used in making advertising	4	■	■
4	The printed Advertising	4	■	■
5	The Tagline	4	■	■
6	TV advertising	4	■	■
7	TV advertising (Cont.) + Assessment	4	■	■
8	Ambient advertising	4	■	■
9	Interactive advertising	4	■	■
10	Working on generating ideas for printing advertising.	4	■	■
11	Radio advertising	4	■	■
12	Radio advertising (Cont.) + Assessment	4	■	■
13	Viral and interactive advertisements	4	■	■
14	Integrated campaigns- Final Project Discussion	4	■	■
15	Revision	4	■	■

Teaching & learning Methods

A combination of lectures, demonstration, and hands-on exercises.

Facilities Required for Teaching & Learning Methods

<input checked="" type="checkbox"/> Projector	<input checked="" type="checkbox"/> Overhead Slide	<input checked="" type="checkbox"/> Books	<input checked="" type="checkbox"/> Video	<input type="checkbox"/> Audio Cassette
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Students Assessment Methods

Assessment Schedule

Written Exam & Project Submission	Week 7
Project Submission	Week 12

Grading Method		
Attendance	■	5 Marks
Mid Term Examination	■	30 Marks
Presentations	□	-
Assignments	□	-
Projects	■	30 Marks
Participation	■	5 Marks
Oral Examination	■	-
Final Examination	■	30 Marks
		Total 100%
List of References		
Course Notes		
Description	:	This course builds a student’s visual conceptualization and understanding of technical elements in production. Students will learn how to professionally approach production through planning, visualization, technical handling, utilizing editing software during post production. Students are required to have access to a DSLR camera, and a computer with Adobe Premiere and Adobe After Effects (sources are available with the instructor).
Essential Books		
Description	:	Barry, P. (2012). <i>The advertising concept book</i> . London: Thames & Hudson.
Recommended Books		
Description	:
Periodicals and publications		
Description	:
Others (websites, e-books...etc)		
Description	:	