

Course Description Form

Basic Course Specifications				
Course Title:	:	Digital Advertising		
Course Code:	:	DGM 351		
Program on which the course is given	:	<input checked="" type="checkbox"/> Bachelor	<input type="checkbox"/> Diploma	<input type="checkbox"/> Master
Academic year:	:	2023 - 2024		
Specialization (units of study)	:	Theoretical (2)		Practical (2)
Pre-Requisites:	:			
Overall Course Objectives				
<p>This course is designed to give the students some important basic information on the revolutionary changes taken place on the practice of public relations & advertising. the course will address such issues as the nature of public relations , the history of public relations , law & ethics , action and communication , strategic planning for public relations effectiveness , the key advertising media sectors and the role of brands and branding</p>				
Intended Learning Outcomes				
<ol style="list-style-type: none"> 1. Knowledge & understanding 2. Intellectual skills 3. Professional & practical skills 4. General & transferable skills <p>Throughout this course students should acquire the competencies listed under each heading as follows:</p>				
1.Knowledge and Understanding				
<ol style="list-style-type: none"> 1.1 Identify key digital advertising types in digital advertising 1.2 Understand key terms and metrics in digital advertising 1.3 Recognizing Trends & opportunities for Digital Advertising 1.4 Understand Digital Advertising culture in the age of mobile media 1.5. Understand theory of interactive media effects 1.6 Recognize. posting in brand communities on social networking sites 				
2.Intellectual Skills				
<ol style="list-style-type: none"> 2.1 Evaluating a social media ad campaign. Students will be provided with the marketing objective, ad campaign, 2.2 Analyzing this data set to evaluate KPIs and make recommendations for how a campaign could be improved. 2.3 Developing and Assessing the financial value of digital advertising 2.4 Using New methods of measuring advertising efficacy 2.5 Apply project best practices to successfully manage a project; 2.6 Analyzing some case studies of digital advertising 				
3. Professional and Practical skills				
<p><u>By the end of this course students should be able to :</u></p> <ol style="list-style-type: none"> 3.1 Effectively produce digital ads. to promote certain products 3.2 Plan for using different advertising tools in different marketing situations. 				

- 3.3 Plan to manage the technical aspects of digital advertising to serve the targets.
- 3.4 Writing messages
- 3.5. Visually express their ideas in creative designs, website social media pages, etc.);
- 3.6 Managing good relationship with clients

4. General and Transferable skills

- 4.1 Create a concept with different implementations.
- 4.2 Manage the elements of digital advertising campaign steps.
- 4.3 Applying Software skills –to create a professional advertising production.
- 4.4 Applying Visual conceptualization in ads. production.
- 4.5 Use persuasion appeals for writing materials for the digital ads.

Course Content

Lect. #	Topic	Hrs#	Theoretical	Practical
1	Trends & opportunities for Digital Advertising	3	■	■
2	Digital Advertising culture in the age of mobile media	3	■	■
3	Using theory of interactive media effects	4	■	■
4	Consumer motivation for lurking & posting in brand communities on social networking sites	3	■	■
5	Assessing the financial value of digital advertising	3	■	■
6	New methods of measuring advertising efficacy	3	■	■
7	New methods of measuring advertising efficacy (Cont.) + Assessment	3	■	■
8	Who creates brand related content	3	■	■
9	Targeted digital advertising in privacy	3	■	■
10	Targeted digital advertising in privacy (Cont.)	3	■	■
11	A review of internet & social network advertising formats	3	■	■
12	A review of internet & social network advertising formats (Cont.) + Assessment	3	■	■
13	Advertising in video games	3	■	■
14	Understanding effect on social media	3	■	■
15	Revision	3	■	■

Teaching & learning Methods

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

Facilities Required for Teaching & Learning Methods

■ Projector	■ Overhead Slide	■ Books	■ Video	□ Audio Cassette
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Students Assessment Methods

Assessment Schedule

Written Exam & Project Submission	Week 7
Project Submission	Week 12

Grading Method		
Attendance	<input checked="" type="checkbox"/>	5 Marks
Mid Term Examination	<input checked="" type="checkbox"/>	30 Marks
Presentations	<input type="checkbox"/>	-
Assignments	<input type="checkbox"/>	-
Projects	<input checked="" type="checkbox"/>	20 Marks
Participation	<input checked="" type="checkbox"/>	5 Marks
Oral Examination	<input checked="" type="checkbox"/>	-
Final Examination	<input checked="" type="checkbox"/>	40 Marks
		Total 100%

List of References

Course Notes

Description	:	With an almost infinite number of digital possibilities, communication fields are in chaos. There's a lot that brands can do, but how do brands decide which avenues to pursue? Our response is to begin with sound theory about targeted, intentional messages combined with the recognition that customers have become extremely active in this process
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Essential Books

Description	:	Shelly Rodgers (2017). Digital advertising Theory & research, , Third edition, Routledge
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Recommended Books

Description	:
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Periodicals and publications

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Others (websites, e-books...etc)

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