Course Syllabus

1	Course title	Application in Advertising
2	Course number	1604422
3	Credit hours	3
	Contact hours (theory, practical)	
4	Prerequisites/corequisites	Principles of Marketing/Promotion
5	Program title	Marketing
6	Program code	
7	Awarding institution	
8	School	Business
9	Department	Marketing
10	Course level	4
11	Year of study and semester (s)	2022/2023 First
12	Other department (s) involved in teaching the course	
13	Main teaching language	English
14	Delivery method	xFace to face learning ☐ Blended ☐Fully online
15	Online platforms(s)	xMoodle xMicrosoft Teams ☐Skype ☐Zoom ☐Others…………
16	Issuing/Revision Date	

17 Course Coordinator:

Name: Rami Mohammad Al-dweeri   Contact hours: 10:00-11:00

Office number: Phone number:

Email: r.dweeri@ju.edu.jo

18 Other instructors:

Name:
Office number:
Phone number:
Email:
Contact hours:
Name:
Office number:
Phone number:
Email:
Contact hours:

19 Course Description:

This course aims to give the students some practical skills in how to plan, organize, and develop and design an effective Advertisement and by identifying the concept of advertising, and types, and objectives, as the course dealing with topics communication process, consumer behavior, advertising budget, the development of the advertising message, advertising design and planning advertising campaigns. we require from the students to do the design an advertising and discuss it.

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20 Course aims and outcomes:

A- Aims:

B- Students Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

SLOs SLOs of the course	SLO (1)	SLO (2)	SLO (3)	SLO (4)
To understand the elements of advertising and its contents	X			X
To understand the tools and techniques used to prepare a comprehensive information campaign.			X	X
To learn how to design ad campaigns	X		X	X
To learn how to design electronic Ad campaigns	X		X	X
To learn how to Create an ad campaign on a professional level	X	X	X	X
To understand the knowledge and how to apply the skills in the application of consumer behavior in advertising message		X	X	X
To learn how to apply marketing research in		X		

advertising campaigns				
To understand the matching between Advertising and promotion mix	X		X	X

21. Topic Outline and Schedule:

Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
1	1.1	Introduction to Advertising	1	**Face to Face**				
	1.2							
	1.3							
2	2.1	Introduction to Advertising	1	**Face to Face**				
	2.2							
	2.3							
3	3.1	Advertising's Role in Marketing	2	**Face to Face**				
	3.2							
	3.3							
4	4.1	Advertising and Society		**Face to Face**				
	4.2							
	4.3							

5	5.1	How Advertising Works	3					
	5.2							
	5.3							
6	6.1	How Advertising Works	4	Face to Face				
	6.2							
	6.3							
7	7.1	The Consumer Audience	5	Face to Face				
	7.2							
	7.3							
8	8.1	Print and Out –of-Home Media	5	Face to Face				
	8.2							
	8.3							
9	9.1	Broadcast media	5	Face to Face				
	9.2							
	9.3							
10	10.1	Broadcast media	5					
	10.2							
	10.3							
11	11.1	Interactive and	5	Face to Face				

		Alternative Media						
	11.2							
	11.3			Online				
12	12.1	Interactive and Alternative Media	5	**Face to Face**				
	12.2							
	12.3							
13	13.1	Digital Advertising	5	**Face to Face**				
	13.2							
	13.3							
14	14.1	Presentation	5	**Face to Face**				
	14.2							
	14.3							
15	15.1	Presentation	5	**Face to Face**				
	15.2							
	15.3							

22 Evaluation Methods:

Opportunities to demonstrate achievement of the SLOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	SLOs	Period (Week)	Platform
Midterm exam	30			8	
Project	10			13	
Assignments	5				Models
Participation	5				

Final Exam	50			16	

23 Course Requirements

(e.g: students should have a computer, internet connection, webcam, account on a specific software/platform…etc):

24 Course Policies:

A- Attendance policies:

Students are not allowed to miss more than 15% of the classes during the semester. Failing to meet this requirement will be dealt with according to the university disciplinary rules.
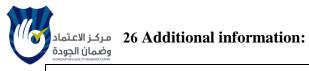
B- Absences from exams and submitting assignments on time:

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy:

F- Available university services that support achievement in the course:

25 References:

A- Required book(s), assigned reading and audio-visuals:

Moriarty, S. Mitchell, N. and Wells, W., Advertising principles and practice, eights edition, Pearson Education International.

B- Recommended books, materials, and media:

26 Additional information:

Name of Course Coordinator: Dr. Rami Mohammad Al-dweeri Signature: ---------------------- Date: ------------------
Head of Curriculum Committee/Department: --------------------------- Signature: --------------------------------
Head of Department: --- Signature: ----------------------------
Head of Curriculum Committee/Faculty: -------------------------------------- Signature: -------------------------
Dean: --- Signature: ---