



<b>Form: Course Syllabus</b>	<b>Form Number</b>	EXC-01-02-02A
	<b>Issue Number and Date</b>	2/3/24/2022/2963 05/12/2022
	<b>Number and Date of Revision or Modification</b>	2023/10/15
	<b>Deans Council Approval Decision Number</b>	265/2024/24/3/2
	<b>The Date of the Deans Council Approval Decision</b>	2024/1/23
	<b>Number of Pages</b>	06

1.	<b>Course Title</b>	Application in Advertising
2.	<b>Course Number</b>	1604332
3.	<b>Credit Hours (Theory, Practical)</b>	3
	<b>Contact Hours (Theory, Practical)</b>	3
4.	<b>Prerequisites/ Corequisites</b>	Principles of Marketing
5.	<b>Program Title</b>	Bachelor in Marketing
6.	<b>Program Code</b>	
7.	<b>School/ Center</b>	Business
8.	<b>Department</b>	Marketing
9.	<b>Course Level</b>	4
10.	<b>Year of Study and Semester (s)</b>	2025-2026 1st
11.	<b>Program Degree</b>	
12.	<b>Other Department(s) Involved in Teaching the Course</b>	
13.	<b>Learning Language</b>	English
14.	<b>Learning Types</b>	<input type="checkbox"/> xFace to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online
15.	<b>Online Platforms(s)</b>	<input type="checkbox"/> Moodle <input type="checkbox"/> Microsoft Teams
16.	<b>Issuing Date</b>	
17.	<b>Revision Date</b>	

**18. Course Coordinator:**

Name: Rami Mohammad Aldweeri	Contact hours: 11:30-12:30
Office number:	Phone number:
Email:r.dweeri@ju.edu.jo	

**19. Other Instructors:**

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

**20. Course Description:**

As stated in the approved study plan.

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.

**21. Program Intended Learning Outcomes:** (To be used in designing the matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program)

PLO's	*National Qualifications Framework Descriptors*		
	Competency (C)	Skills (B)	Knowledge (A)
1.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



5.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
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\* Choose only one descriptor for each learning outcome of the program, whether knowledge, skill, or competency.

**22. Course Intended Learning Outcomes:** (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

Course ILOs #	The learning levels to be achieved						Competencies
	Remember	Understand	Apply	Analyse	Evaluate	Create	
1.	x	x					
2.	x			x		x	
3.			x				
4.			x			x	
5.			x				

**23. The matrix linking the intended learning outcomes of the course -CLO's with the intended learning outcomes of the program -PLOs:**

PLO's * CLO's	1	2	3	4	5	Descriptors**		
						A	B	C
1	x							
2				x				
3			x					
4		x			x			
5	x	x						
6			x		x			
7		x		x				
8	x				x			

**\*Linking each course learning outcome (CLO) to only one program outcome (PLO) as specified in the course matrix.**



**\*\*Descriptors are determined according to the program learning outcome (PLO) that was chosen and according to what was specified in the program learning outcomes matrix in clause (21).**

#### 24. Topic Outline and Schedule:

Week	Lecture	Topic	ILO/s Linked to the Topic	Learning Types (Face to Face/ Blended/ Fully Online)	Platform Used	Synchronous / Asynchronous Lecturing	Evaluation Methods	Learning Resources
1	1.1	Chapter (1) Introduction to Advertising	1		Microsoft Teams			
	1.2							
	1.3							
2	2.1	Chapter (1) Introduction to Advertising	1		Microsoft Teams			
	2.2							
	2.3							
3	3.1	Advertising's Role in Marketing						
	3.2		2		Microsoft Teams			
	3.3							
4	4.1							
	4.2	Advertising's Role in Marketing			Microsoft Teams			
	4.3							



5	5.1							
	5.2	Advertising and Society	3		Microsoft Teams			
	5.3							
6	6.1	Advertising and Society						
	6.2							
	6.3							
7	7.1	How Advertising Works			Microsoft Teams			
	7.2							
	7.3		5		Microsoft Teams			
8	8.1	How Advertising Works	5					
	8.2							
	8.3				Microsoft Teams			
9	9.1	The Consumer Audience						
	9.2							
	9.3		5		Microsoft Teams			
10	10.1	Print and Out –of-Home Media						
	10.2							
	10.3		5		Microsoft Teams			
11	11.1	Print and Out –of-Home Media						
	11.2							
	11.3		5		Microsoft Teams			
12	12.1	Broadcast media						
	12.2							



	12.3		5		Microsoft Teams			
13	13.1	Interactive and Alternative Media						
	13.2							
	13.3		5		Microsoft Teams			
14	14.1	project						
	14.2							
	14.3		5		Microsoft Teams			
15	15.1							
	15.2							
	15.3	project	5		Microsoft Teams			

## 25. Evaluation Methods:

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

Evaluation Activity	*Mark wt.	CLO's					
		1	2	3	4	5	6
First Exam	30						
Second Exam –If any							
Final Exam	50						
**Class work	10						
Projects/reports	5						
Research working papers							
Field visits							
Practical and clinical							
Performance Completion file							
Presentation/ exhibition	5						



Any other approved works							
Total 100%							

\* According to the instructions for granting a Bachelor's degree.

\*\*According to the principles of organizing semester work, tests, examinations, and grades for the bachelor's degree.

**Mid-term exam specifications table\***

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO/ Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
2	2	2	5	5	6	4	30	22	10%	1

**Final exam specifications table**

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
2	2	2	5	5	6	4	50	22		1
										2
										3
										4
										5

## 26. Course Requirements:

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



## 27. Course Policies:

- A- Attendance policies:
- 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:

## 28. References:

- A- Required book(s), assigned reading and audio-visuals:  
Moriarty, S. Mitchell, N. and Wells, W., Advertising principles and practice, eighth edition, Pearson Education International
- B- Recommended books, materials, and media:

## 29. Additional information:

Name of the Instructor or the Course Coordinator:	Signature:	Date:
Rami Aldweeri		.....
Name of the Head of Quality Assurance Committee/ Department		Date:
.....	.....	.....
Name of the Head of Department	Signature:	Date:
.....	.....	.....
Name of the Head of Quality Assurance Committee/ School or Center	Signature:	Date:
.....	.....	.....
Name of the Dean or the Director	Signature:	Date:





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