



## Course Syllabus

|    |   |  |   |
|----|---|--|---|
| 1  | <b>Course title</b>   | Marketing Communication-Advertising and Promotion  |   |
| 2  | <b>Course number</b>  | 1604325  |   |
| 3  | <b>Credit hours</b>   | 3  | 3 |
|    | <b>Contact hours (theory, practical)</b>                    | 3  |   |
| 4  | <b>Prerequisites/corequisites</b>                           | 0  |   |
| 5  | <b>Program title</b>  | Marketing  |   |
| 6  | <b>Program code</b>   | 04   |   |
| 7  | <b>Awarding institution</b>                                 | Jordan University  |   |
| 8  | <b>School</b>   | Business   |   |
| 9  | <b>Department</b>   | Marketing  |   |
| 10 | <b>Course level</b>   | 2 <sup>nd</sup> year   |   |
| 11 | <b>Year of study and semester (s)</b>                       | 2021-2022  |   |
| 12 | <b>Other department (s) involved in teaching the course</b> | N/A  |   |
| 13 | <b>Main teaching language</b>                               | English  |   |
| 14 | <b>Delivery method</b>                                      | <input checked="" type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online<br>—  |   |
| 15 | <b>Online platforms(s)</b>                                  | <input checked="" type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom<br><input type="checkbox"/> Others ..... |   |
| 16 | <b>Issuing/Revision Date</b>                                | 10/10/2022   |   |

### 17 Course Coordinator:

Name: Doa'a Hajawi

Contact hours: 11:00-12:00 Mon –Wed

14:30-15:30 Sun-Tues-Thrs

Office number:

Phone number: 24250

Email: d.hajawi@ju.edu.jo



### 18 Other instructors:

|   |
|---|
| <p>Name:</p> <p>Office number:</p> <p>Phone number:</p> <p>Email:</p> <p>Contact hours:</p> |
| <p>Name:</p> <p>Office number:</p> <p>Phone number:</p> <p>Email:</p> <p>Contact hours:</p> |

### 19 Course Description:

|  |
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| <p>As stated in the approved study plan.</p> <p>The objective of the course is to help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning. Topics: the role of integrated marketing communications, organizing for advertising and promotion, consumer behavior perspective, the communication process, promotional objectives and budgets, creative strategy, media planning and strategy, broadcast/print &amp; support media, direct marketing, sales promotions, PR and publicity, personal selling, international promotion, business-to-business promotions, and regulations and ethics.</p> |
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## 20 Course aims and outcomes:

### A- Aims:

The objective of the course is to help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning. Topics: the role of integrated marketing communications, organizing for advertising and promotion, consumer behavior perspective, the communication process, promotional objectives and budgets, creative strategy, media planning and strategy, broadcast/print & support media, direct marketing, sales promotions, PR and publicity, personal selling, international promotion, business-to-business promotions, and regulations and ethics.

### B- Intended Learning Outcomes (ILOs):

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

- 1- to have an adequate knowledge of marketing principles in general and integrated marketing communication
- 2- To acquire theoretical and practical knowledge in integrating different promotion tools
- 3- Acquiring the ability to employ marketing skills and to organize work in groups to accomplish marketing project
- 4- Acquiring the ability to connect different marketing concepts (such as branding, targeting, and positioning) and to employ them in creating an integrated marketing campaign

A- Aims:

B- Students Learning Outcomes (SLOs):

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

| SLOs<br>SLOs of the course   | SLO (1) | SLO (2) | SLO (3) | SLO (4) | SLO (5) |
|--|---------|---------|---------|---------|---------|
| to have an adequate knowledge of marketing principles in general and principles related to branding and rand management                    | x       |         |         |         |         |
| To acquire theoretical and practical branding knowledge and the ability to solve marketing problems  |         | x       |         |         |         |
| Acquiring the ability to Possess and to conduct a scientific marketing research and to find relationships between marketing variables that |         |         |         | x       |         |

|   |  |  |  |  |   |
|---|--|--|--|--|---|
| affect<br>managing brands   |  |  |  |  |   |
| Acquiring the<br>ability to employ<br>marketing skills<br>and to organize<br>work in groups to<br>accomplish<br>marketing<br>projects |  |  |  |  | X |
|   |  |  |  |  |   |

## 21. Topic Outline and Schedule:

| Week | Lecture | Topic   | Teaching<br>Methods*/platform | Evaluation<br>Methods** | References |
|------|---------|---|-------------------------------|-------------------------|------------|
| 1    | 1.1     | Chp 1: Overview of<br>integrated<br>marketing<br>communications | Teams +live classes           | Excise/Exam/Project     |            |
|      | 1.2     | Chp1:Overview of<br>integrated<br>marketing<br>communications   | Teams +live classes           | Excise/Exam/Project     |            |

|   |     |  |                     |                     |  |
|---|-----|--|---------------------|---------------------|--|
|   | 1.3 | Chp.1: Overview of integrated marketing communications                     |                     |                     |  |
| 2 | 2.1 | Chp.2: enhancing brand equity, influencing behavior, and being accountable | Teams +live classes | Excise/Exam/Project |  |
| 2 | 2.1 | Chp.2: enhancing brand equity, influencing behavior, and being accountable | Teams +live classes | Excise/Exam/Project |  |
| 3 | 3.1 | Chp.4: Targeting   | Teams +live classes | Excise/Exam/Project |  |
|   | 3.2 | Chp.4: Targeting   | Teams +live classes | Excise/Exam/Project |  |
|   | 3.3 | Chp.5: Positioning   | Teams +live classes | Excise/Exam/Project |  |
| 4 | 4.1 | Chp.5: Positioning   | Teams +live classes | Excise/Exam/Project |  |
|   | 4.2 | Ch: 8 Effective and Creative Ad Messages                                   | Teams +live classes | Excise/Exam/Project |  |
|   | 4.3 | Ch: 8 Effective and Creative Ad Messages                                   | Teams +live classes | Excise/Exam/Project |  |
| 5 | 5.1 | Ch: 8 Effective and Creative Ad Messages                                   | Teams +live classes | Excise/Exam/Project |  |
|   | 5.2 | Ch: 8 Effective and Creative Ad Messages                                   | Teams +live classes | Excise/Exam/Project |  |
|   | 5.3 | Ch: 8 Effective and Creative Advertising Messages                          | Teams +live classes | Excise/Exam/Project |  |

|   |     |   |                     |                     |  |
|---|-----|---|---------------------|---------------------|--|
| 6 | 6.1 | Effective and Creative                      | Teams +live classes | Excise/Exam/Project |  |
|   |     | Advertising Messages                        |                     |                     |  |
|   | 6.2 | Effective and Creative Advertising Messages | Teams +live classes | Excise/Exam/Project |  |
|   | 6.3 | Ch9: Message Appeals and Endorsers          | Teams +live classes | Excise/Exam/Project |  |
| 7 | 7.1 | Ch9: Message Appeals and Endorsers          | Teams +live classes | Excise/Exam/Project |  |
|   | 7.2 | Ch9: Message Appeals and Endorsers          | Teams +live classes | Excise/Exam/Project |  |
|   | 7.3 | Ch9: Message Appeals and Endorsers          | Teams +live classes | Excise/Exam/Project |  |
| 8 | 8.1 | Midterm exam                                | Teams +live classes | Excise/Exam/Project |  |
|   | 8.2 | Chp.13: Online and mobile marketing         | Teams +live classes | Excise/Exam/Project |  |
|   | 8.3 | Chp.13: Online and mobile marketing         | Teams +live classes | Excise/Exam/Project |  |
| 9 | 9.1 | Chp.13: Online and mobile marketing         | Teams +live classes | Excise/Exam/Project |  |
|   | 9.2 | Event and Cause Sponsorships                | Teams +live classes | Excise/Exam/Project |  |
|   | 9.3 | Event and Cause Sponsorships                | Teams +live classes | Excise/Exam/Project |  |

|    |      |  |                     |                     |  |
|----|------|--|---------------------|---------------------|--|
| 10 | 10.1 | Marketing-Oriented Public Relations and Word-of-Mouth Management | Teams +live classes | Excise/Exam/Project |  |
|    | 10.2 | Marketing-Oriented Public Relations and Word-of-Mouth Management | Teams +live classes | Rubric              |  |
|    | 10.3 | Project development  | live classes        | Rubric              |  |
| 11 | 11.1 | Project development  | live classes        | Rubric              |  |
|    | 11.2 | Project development  | live classes        | Rubric              |  |
|    | 11.3 | Project development  | live classes        | Rubric              |  |
| 12 | 12.1 | Project development  | live classes        | Rubric              |  |
|    | 12.2 | Project presentation   | live classes        | Rubric              |  |
|    | 12.3 | Project presentation   | live classes        | Rubric              |  |
| 13 | 13.1 | Project presentation   | live classes        | Rubric              |  |
|    | 13.2 | Project presentation   | live classes        | Rubric              |  |
|    | 13.3 | Project presentation   | live classes        | Rubric              |  |
| 14 | 14.1 | Project presentation   | Teams               | Rubric              |  |



|    |      |                      |       |        |  |
|----|------|----------------------|-------|--------|--|
|    | 14.2 | Project presentation | Teams | Rubric |  |
|    | 14.3 | Project presentation | Teams | Rubric |  |
| 15 | 15.1 | Project presentation | Teams | Rubric |  |
|    | 15.2 | Project presentation | Teams | Rubric |  |
|    | 15.3 | Project presentation | Teams | Rubric |  |

## 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             |          |
| Final Exam               | 50   |          |      | 16            |          |
| Project presentation     | 15   |          |      | 12            |          |
| Class work and exercises | 5    |          |      |               |          |

## 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 must attend at least 85% of lectures

B- Absences from exams and submitting assignments on time: following JU roles and regulations



C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior: following JU roles and regulations

E- Grading policy: following JU roles and regulations

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

### 25 References:

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

Available on e-learning

B- Recommended books, materials and media:

Integrated Marketing Communication in Advertising and Promotion, Shimp, 8th edition

### 26 Additional information:

Name of Course Coordinator: ----Doa'a Hajawi-----Signature: -----Doa'a -----

Date: ---10/10/2022

Head of Curriculum Committee/Department: -- Doa'a Hajawi ----- Signature: -----

Head of Department: ----- Signature: -----

Head of Curriculum Committee/Faculty: ----- Signature: -----

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