

**Faculty of Commerce & Business Administration**

**Advertising and Promotion (1)**

**Information :**

**Course Code :** MKT 374

**Level :** Undergraduate

**Course Hours :** 3.00- Hours

**Department :** Department of Finance'

**Area Of Study :**

This course seeks to provide a theoretical foundation for making effective advertising and promotion decisions. It creates a clear understanding of traditional advertising and promotional tools, and shows how other key elements within the marketing communications mix (e.g., advertising, direct marketing, promotion and the Internet) can be integrated. Attention is given to key subjects such as customer and market analysis, media planning, creative strategies for traditional and non-traditional markets, advertising agency practices, promotional budget, competitive positioning, and how each influences the effectiveness of an advertiser's campaign. A primary goal of the course is to shift the perceptual focus of class members from an audience to creators of advertising and promotion strategies for businesses.

**Description :**

Planning an advertising campaign. Consumer and market information, message appeals, media selection and scheduling, measuring effectiveness. Current criticism and regulation of the advertising function. Other major marketing communication tools, including personal selling and sales promotion.

**Course outcomes :**

**a.Knowledge and Understanding: :**

|     |                                                                                                                                                                                             |
|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 - | Understand the role of advertising and promotions as it relates to other marketing functions (e.g. branding, pricing, etc.)                                                                 |
| 2 - | Appreciate the importance of integrated marketing communications and its impact on brand equity                                                                                             |
| 3 - | learn how consumer behavior, creative strategies, the communication process, market research, and program evaluation tools are used to design effective advertising and promotion programs. |
| 4 - | Understand how the various advertising agency roles interact in a typical model of the advertising development process.                                                                     |
| 5 - | Become familiar with the advertising industry and the social environment in which it operates.                                                                                              |
| 6 - | Understand the targeting and positioning analyses                                                                                                                                           |
| 7 - | Understand a marketing communications budget and how companies allocate media resources within a budget                                                                                     |
| 8 - | Understand how to plan, manage and measure an advertising programme                                                                                                                         |
| 9 - | Become familiar with the social, ethical and economic aspects of advertising and promotion.                                                                                                 |

**b.Intellectual Skills: :**

|     |                                                        |
|-----|--------------------------------------------------------|
| 1 - | Apply complex ideas to solve problems                  |
| 2 - | Work with abstract concepts in a context of generality |
| 3 - | Reason logically and work analytically                 |

**c. Professional and Practical Skills: :**

|     |                                                                                                                                                         |
|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 - | Construct a basic promotional plan including explanations of positioning, targeting and segmentation                                                    |
| 2 - | Discuss ethical debates about particular advertisements in terms of differing ethical arguments and alternative national regulatory systems             |
| 3 - | Distinguish between media vehicles and media channels and construct a basic media plan for a hypothetical promotional campaign.                         |
| 4 - | Interpret creative executions in particular media such as print advertisements in terms of their likely target audience and intended market positioning |
| 5 - | Evaluate the uses, advantages and drawbacks of alternative research approaches in the communications field                                              |
| 6 - | Determine the marketing objectives that promotional communication can support such as new brand launch, re-positioning, or new market entry             |
| 7 - | Outline the contribution of differing theoretical approaches to advertising and promotion.                                                              |

**d. General and Transferable Skills: :**

|     |                                                                     |
|-----|---------------------------------------------------------------------|
| 1 - | d.1 Decide on and apply appropriate techniques to solve problems    |
| 2 - | d.2 Defend conclusions using economic arguments with proper rigor   |
| 3 - | d.3 Communicate effectively and clearly in written and oral formats |

**Course Topic And Contents :**

| <b>Topic</b>                                                             | <b>No. of hours</b> | <b>Lecture</b> | <b>Tutorial / Practical</b> |
|--------------------------------------------------------------------------|---------------------|----------------|-----------------------------|
| Introduction to Integrated Marketing Communications                      |                     |                |                             |
| The Role of IMC in The Marketing Process                                 |                     |                |                             |
| Organizing For Advertising And Promotion                                 |                     |                |                             |
| The Role of Ad. Agencies and Other Marketing Communication Organizations |                     |                |                             |
| The Communication Process                                                |                     |                |                             |
| First Mid Term                                                           |                     |                |                             |
| Establishing Objectives and Budgeting for Promotional Program            |                     |                |                             |
| Establishing Objectives and Budgeting for Promotional Program            |                     |                |                             |
| Creative Strategy : Planning and Development                             |                     |                |                             |
| Creative Strategy : Implementation and Evaluation                        |                     |                |                             |
| Second Midterm Exam                                                      |                     |                |                             |
| Media Planning and Strategy                                              |                     |                |                             |
| Measuring The Effectiveness of a Promotional Program                     |                     |                |                             |
| Presentations                                                            |                     |                |                             |
| Revision Week                                                            |                     |                |                             |

**Teaching And Learning Methodologies :**

|                           |
|---------------------------|
| Text books                |
| Related published works   |
| Examples and case studies |

Individual and group assignment

**Course Assessment :**

| Methods of assessment      | Relative weight % | Week No | Assess What |
|----------------------------|-------------------|---------|-------------|
| 1st Mid-Exam               | 20.00             | 6       |             |
| 2nd Mid-Exam               | 20.00             | 11      |             |
| Attendance & Participation | 20.00             | 13      |             |
| Final Exam                 | 40.00             | 16      |             |

**Books :**

| Book                      | Author | Publisher   |
|---------------------------|--------|-------------|
| Advertising and Promotion | Belch  | McGraw Hill |

**Course Notes :**

Brief Lecture Notes  
PowerPoint Slides

**Recommended books :**

Wells, Moriarty, and Burnett (2012) Advertising – Principles and Practice, 7th Ed. Pearso