

**Faculty of Economics & Political Science**

**Principles of Creative Advertising**

**Information :**

**Course Code :** PMM 308      **Level :** Undergraduate      **Course Hours :** 3.00- Hours

**Department :** Department of Political Mass Media

**Instructor Information :**

Title	Name	Office hours
Lecturer	Naniece Mohamed Zakaria Eraky Saeed	3
Teaching Assistant	Lamiaa Akmal Emad ElDeen Zaghloul Elokaely	4

**Area Of Study :**

Access to the audience's wallet, this is the aim of the course! How to attract the eye, ears and human senses and transform this attraction into physical action to make the audience move out of their seats, dig hands into their pockets, and buy the product, all of this is done through creative advertising strategies. This course opens up students' mind to creative thinking and teaches them the involved strategies of creative advertising.

**Course Goals:**

- Explain persuasive communication techniques.
- Analyze cultural and economic conditions that created modern advertising
- Reach the target market effectively and creatively.
- Apply media crafting techniques with focus on utilizing words and images to reach the target market.
- Differentiate between message crafting techniques for print, broadcast and new media forms
- Plan and research before creating advertisements.

**Description :**

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**Course outcomes :**

**a.Knowledge and Understanding: :**

1 -	State different aspects in marketing.
2 -	Identify the nature of the targeted audience in an advertisement campaign.
3 -	Compare different media forms in channeling advertisement campaigns.
4 -	Discuss cultural and economic conditions that created modern advertising

**b.Intellectual Skills: :**

1 -	Generate new ideas for advertisement based on the nature of the audience.
2 -	Evaluate the effectiveness of advertisements.

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

1 -	Construct effective advertisement campaign plans.
2 -	Create effective and creative sales messages and advertising campaigns for diverse media forms, advertising messages and target audiences
3 -	Use the latest design technology
4 -	Apply visual communication theories and concepts to their work.
5 -	Apply the advertisers' ethical values, laws and public responsibility

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

1 -	Use computers and the Internet.
2 -	Work in a team environment.
3 -	Translate to and from other languages.
4 -	Apply practical and professional problem solving.

**Course Topic And Contents :**

Topic	No. of hours	Lecture	Tutorial / Practical
Introduction and syllabus Advertising roles and Design	3	1	
Introduction and syllabus Advertising roles and Design	6	2	
Media strategy Using TV, Radio, Newspaper, Magazine and Internet Workshop: Creating a slogan and a logo	3	1	
Creating advertisements: Image and Advertising copy writing Workshop: layout and design	6	2	
Midterm		1	
TV commercials around the world (video)	3	1	
Creative effective TV commercials Workshop: Creating story boards	6	2	
Internet Ads and Direct Response Workshop: Creating online ads	6	2	
Case studies on current campaigns and past advertising campaigns.	3	1	
Economic, Social and Legal Effects of Advertising	3	1	
Final Exam		1	

**Teaching And Learning Methodologies :**

Data-show and computer in lectures
Group discussion

Workshops

**Course Assessment :**

Methods of assessment	Relative weight %	Week No	Assess What
Course Work (participation, case studies, assignments and projects)	45.00		To assess understanding, theoretical, practical knowledge, critical thinking and analysis skills.
Final Exam	40.00		To assess knowledge and intellectual skills
Midterm Exam	15.00		To assess professional skills

**Recommended books :**

Don Schultz, Beth E. Barnes , Strategic Advertising Campaigns, Illinois: NTC/Contemporary Publishing Company, 1998.