

Faculty of Economics and Political Science

Principles of Creative Advertising

Information :

Course Code : PMM 308

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Political Mass Media

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:

ÇExplain persuasive communication techniques.

ÇAnalyze cultural and economic conditions that created modern advertising

ÇReach the target market effectively and creatively.

ÇApply media crafting techniques with focus on utilizing words and images to reach the target market.

ÇDifferentiate between message crafting techniques for print, broadcast and new media forms

ÇPlan and research before creating advertisements.

Description :

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Course outcomes :

a.Knowledge and Understanding: :

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

b.Intellectual Skills: :

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

c.Professional and Practical Skills: :

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

- 5 - Construct effective advertisement campaign plans.

d.General and Transferable Skills :

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

Course Topic And Contents :

Topic	No. of hours	Lecture	Tutorial / Practical
Introduction and syllabusAdvertising roles and Design	3	1	
Introduction and syllabusAdvertising roles and Design	6	2	
Media strategyUsing TV, Radio, Newspaper, Magazine and InternetWorkshop: Creating a slogan and a logo	3	1	
Creating advertisements: Image and Advertising copy writingWorkshop: layout and design	6	2	
Midterm		1	
TV commercials around the world (video)	3	1	
Creative effective TV commercialsWorkshop: Creating story boards	6	2	
Internet Ads and Direct ResponseWorkshop: 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.

