

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:

- 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 - | 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 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.

