

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 Politica	l Mass Media			
Area Of Study :					
transform this a pockets, and bu students' mind t Course Goals: "ÁExplain persua "ÁAnalyze cultur "ÁReach the targ "Ápply media c "Ábifferentiate b	udience's wallet, this is ttraction into physical ac ity the product, all of this to creative thinking and asive communication ter al and economic conditi get market effectively ar rafting techniques with etween message craftir arch before creating adv	ction to make the s is done through teaches them the chniques. ions that created ad creatively. focus on utilizing techniques fo	e audience move out o n creative advertising s ne involved strategies o d modern advertising g words and images to	f their seats, dig han trategies. This cours f creative advertising reach the target mar	ds into their e opens up J.
Description :					
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 outcomes :

a.Knowled	ge 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.Intellect	al Skills: :		
1 -	Evaluate the effectiveness of advertisements.		
2 -	Generate new ideas for advertisement based on the nature of the audience.		
c.Professi	onal and Practical Skills: :		
1 -	Apply the advertisers dethical 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 :

Торіс	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.

http://www.fue.edu.eg

