

Course Title:	Advertising Management
Course code:	MRKT 220
Pre-required courses:	MRKT 120
Course Level:	sixth
Credit Hours:	3 hours
Teaching Language:	Arabic
<b>Course Description:</b>	
This course focuses on the development of student skills in advertising management within the framework of integrated promotional communication system. It is also concerned with advertising agencies. Finally, it shows interest needed skills to evaluate the effectiveness of advertising.	
<b>Course aims:</b>	
Students should: <ul style="list-style-type: none"> <li>• Be involved with knowledge of scientific and practical dimensions of media management in the context of marketing communications strategies.</li> <li>• Take marketing decisions in the context of: creative marketing, innovative thinking.</li> <li>• Deal with environmental changes, and build the competitiveness of the organization.</li> <li>• Work in a team.</li> <li>• Use computer technology in presentations.</li> <li>• Plan advertising campaigns, and evaluate their effectiveness</li> </ul>	
<b>Course Contents:</b>	
<ul style="list-style-type: none"> <li>• Primary concepts in advertising.</li> <li>• Economic and social impacts of the ad.</li> <li>• Consumer and advertising.</li> <li>• Item and advertising.</li> <li>• Steps of advertising planning.</li> <li>• Control advertising efforts.</li> <li>• Advertising agencies</li> <li>• Advertising missions.</li> <li>• Sales publishing media.</li> <li>• Advertising within the promotional contact movement.</li> </ul>	