



Course Specifications

Course Title:	Advertising Theories and Practice	
Course Code:	MKT10508	
Program:	Bachelor of Marketing	
Department:	Marketing	
College:	College of Business Administration	
Institution:	Albaha University	

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A. Course Identification

1. Credit hours: 03
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input type="checkbox"/> Elective <input checked="" type="checkbox"/>
3. Level/year at which this course is offered: 5 TH / 3 rd Year
4. Pre-requisites for this course (if any): None
5. Co-requisites for this course (if any): None

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	42	95%
2	Blended	03	5%
3	E-learning	-	-
4	Distance learning	-	-
5	Other	-	-

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description

This course is designed to provide students with an introduction to advertising theory and practices. This course will familiarize students with the principles and theory of advertising, in the context of marketing and marketing management as well as practices utilized by marketing professionals.

2. Course Main Objective

This course is designed to provide students with an introduction to advertising theory and practices. This course will familiarize students with the principles and theory of advertising, in the context of marketing and marketing management as well as practices utilized by marketing professionals; advertising management function in its historical, social, legal, and economic contexts; methods of planning, preparing, placing, and evaluating an advertising message in the various media forms.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Explain how knowledge of advertising can be applied to marketing	K2
2	Skills:	
2.1	Analyze the trends in advertising and apply them to the marketing of an actual product or service.	S1
2.2	Evaluate the effectiveness of advertisement and promotions in influencing the behaviour of individuals.	S3
3	Values:	
3.1	Compose a written work for a advertising context.	V1
3.2	Demonstrate teamwork and time management in resolving advertising issues	V2

C. Course Content

No	List of Topics	Contact Hours
1	Introduction: Advertising Theory and Practice The world of advertising and integrated brand promotion	6
2	Advertising as communication process:	6
3	Advertising as business process:	6
4	Advertising, consumer behaviour, and integrated brand promotion	6
5	Managing creativity in advertising and integrated brand promotion	6
6	Placing the message in conventional and new media	6
7	Integrated Brand Promotion	9
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Explain how knowledge of advertising can be applied to marketing	Lectures, Illustrative Examples	Exams Assignment
2.0	Skills		
2.1	Analyze the trends in advertising and apply them to the marketing of an actual product or service.	Lectures, Problem solving Brainstorming	Exams Assignment Direct Questions
2.2	Evaluate the effectiveness of advertisement and promotions in influencing the behaviour of individuals.	Lectures Active Learning	Exams Quizzes Homework
3.0	Values		
3.1	Compose a written work for a advertising context.	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.2	Demonstrate teamwork and time management in resolving advertising issues	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations Case studies

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Midterm exam	7	30
2	Assignments/ Homework	4 -10	10
3	Presentations (Individual/ Group)	12	10
4	Final Examination	16	50

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

Instructor will be available for student consultation and academic advice in his specified office hours.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Advertising and Promotions An Integrated Brand Approach (2012) by Semenik, Allen, O'Guinn & Kaufmann, 6th edition, South –Western, Cengage Learning.
Essential References Materials	Advertising, Promotion, and Other Aspects Of Integrated Marketing Communication, Shimp and Andrews, Cengage Learning.
Electronic Materials	
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom which can accommodate 25 students
Technology Resources (AV, data show, Smart Board, software, etc.)	Smart Board, Data Show
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Projectors, Printers, scanners, etc.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course evaluation	Students	Survey questionnaire
Student experience evaluation	Students	Survey questionnaire
Instructors' Team evaluation	Team of instructors	Review meetings
External evaluation	Advisors / or experts	Course Files Review Samples of student's work reviewed by internal faculty
Quality review	Program Quality Committee CBA Academic Accreditation Unit	Course Files Review

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	Marketing Department Council
Reference No.	Ref:DMISEM27092020
Date	27/09/2020