



COURSE PLAN

FIRST: BASIC INFORMATION

College

College Irbid University College

Department Applied Sciences

Course

Course Title Digital Advertising

Course Code 020902238

Credit Hours 3 (1 Theoretical, 2 Practical)

Prerequisite

Instructor

Name

Office No.

Tel (Ext)

E-mail

Office Hours

Class Times

Building Name	Day of Week	Start time	End time	Hall number

Text Book

Title :

References

- 1) Announcement - Mohamed Farid Al-Sahn / University House / Alexandria 1998.
- 2) Interactive digital advertising - Dr. Doaa Abdel-Fattah Al-Saadawi / Dar Al-Sahab for Publishing and Distribution.
- 3) Effective advertising (and means of stimulating sales) d. Tariq Asaad Abdel Hamid.
- 4) Digital advertising channels (www.view businessdeu.com Digital advertising channels)

SECOND: PROFESSIONAL INFORMATION

COURSE DESCRIPTION

This course specifies the skills and knowledge about digital advertisement design that conform to **advertising** principles and market analysis for digital advertising projects, using visualization software. It includes concepts of marketing communication, principles of effective advertising, examples, process and advertising project management.

COURSE OBJECTIVES

The objectives of this course are to enable the student to do the following:

- Explain general concepts, industry environments and features of digital advertising
- Explain elements, processes, and examples of digital advertising
- Explain how to manage a digital advertising project

COURSE LEARNING OUTCOMES

By the end of the course, the students will be able to:

- **CLO1.** Explain general concepts, industry environments and features of digital advertising
- **CLO2.** Explain elements, media, process, and examples of digital advertising
- **CLO3.** Apply various types of digital advertising cases to advertising product
- **CLO4.** Complete digital advertising project

COURSE SYLLABUS

Week	Topic	Topic details	Related LO (chapter)	Proposed assignments
1	Explain general concepts, features of digital advertising and industry environments	<ul style="list-style-type: none"> • The concept of traditional advertising, its origins and importance. • Getting to know the concept of digital advertising. • Advantages of digital advertising. • Industry environments advertising. 	CLO1	
2	The importance of digital advertising in marketing strategies	<ul style="list-style-type: none"> • The importance and role of digital media in the process of marketing and promoting products and companies. • How quickly can digital ads be created? 	CLO1	
3	The Impact of the digital advertising (Customers, Companies)	<ul style="list-style-type: none"> • The impact of digital advertising on customers. • The impact of digital advertising on competing companies. 	CLO1	

4	Different types of digital media	<ul style="list-style-type: none"> • Types of digital ads. • Characteristics and advantages of digital advertising. • Various means of digital advertising. 	CLO2	
5	The objectives of digital advertising in light of marketing communications	<ul style="list-style-type: none"> • The nature of marketing communications. • Marketing communications objectives and functions. • Types of marketing strategies. 	CLO2	
6	The element, process, and examples of digital advertising	<ul style="list-style-type: none"> • Relationship with the elements of the marketing mix. • How to develop communicative content. • Explain the elements, process, and examples of digital advertising 	CLO2	
7	The effect of digital advertising on the consumer	<ul style="list-style-type: none"> • Consumer behavior and digital advertising. • Factors that affect the consumer (psychological, economic, social) • Relationship to digital advertising to the consumer. • The impact of digital advertising on the consumer. 	CLO2	
8	Mid			
9	Email Marketing Steps	<p>Email Marketing Steps:</p> <ul style="list-style-type: none"> • The preparation and planning stage. • The strategic study phase. • Implementation stage. • The budget stage. • The exchange stage. • Advertisement of the product and service. • Evaluation stag 	CLO3	

10	Implementation and repetition of electronic advertisements	<p>Electronic advertisements are executed:</p> <ul style="list-style-type: none"> • Focus on the target groups • Use influential words and texts. • The visual form of advertising. • 4. Define .call to Action • Choosing the most appropriate way to create an effective advertisement. • Cost analysis. • Choose the advertising platform. 	CLO3	
11	How to develop effective digital advertising campaigns	<ul style="list-style-type: none"> • Advertising campaign concept. • Types and characteristics of digital advertising campaigns. • Methods of planning digital advertising campaigns. 	CLO3	
12	digital advertising campaigns types & Ways of Developing it	<ul style="list-style-type: none"> • Types of digital advertising campaigns. • Methods of developing effective digital advertising campaigns. • Effective advertising cost analysis. 	CLO3	
13	The importance of the Internet and social media for customers and consumers	<ul style="list-style-type: none"> • The impact of the Internet on clients and customers. • The importance of the Internet in the dissemination of effective advertising. • How to take advantage of the Internet and social media to reach customers and customers. 	CLO3	
14	Advertising (effective) development and repetition	<ul style="list-style-type: none"> • The importance of developing effective digital advertising. • The importance of repeating effective digital ads and their impact on the target audience. 	CLO3	
15	Practical Applications & Student project	<ul style="list-style-type: none"> • The student should design an integrated project for an advertising campaign. • Designing effective advertisements for more than one product or service for consumers. 	CLO4	



		<ul style="list-style-type: none"> To design in the advertising campaign posters, brochures, personal cards and flyers. Submit a report and activity for each unit. 		
16	Final			

COURSE LEARNING RESOURCES

The methods used in teaching the program, are mentioned, such as lectures, discussion sessions, proactivity, and other activities

- Discussion and explanation sessions
- Project & Problem based activity
- Practical activity and execution

ONLINE RESOURCES

-

ASSESSMENT TOOLS

Assessment Tools	%
Projects & Quiz	20%
Mid Exam	30%
Final Exam	50%
Total Marks	100%

THIRD: COURSE RULES

ATTENDANCE RULES

Attendance and participation are extremely important, and the usual University rules will apply. Attendance will be recorded for each class. Absence of 10% will result in a first written warning. Absence of 15% of the course will result in a second warning. Absence of 20% or more will result in forfeiting the course and the student will not be permitted to attend the final examination. Should a student encounter any special circumstances (i.e. medical or personal), he/she is encouraged to discuss this with the instructor and written proof will be required to delete any absences from his/her attendance records.

GRADING SYSTEM

Example:



Course Marks Average		
Average	Maximum	Minimum
Excellent	100%	90%
Very Good	89%	80%
Good	79%	70%
Satisfactory	69%	60%
Weak	59%	50%
Failed	49%	35%

REMARKS

•

COURSE COORDINATOR

Course Coordinator		Department Head	
Signature		Signature	
Date		Date	