

Philadelphia University	 PHILADELPHIA UNIVERSITY THE WAY TO THE FUTURE	Approved
Faculty: Business		Date: 1/9/2024
Department: E-Marketing and social media		Issue: 2
Academic Year: 2025/2026		Credit Hours: 3 hours
Course Syllabus		Degree: Bcs. E-Marketing and social media

Course Information

Course No.	Course Title	Prerequisite
03524200	Advertising Technology	(80 hours)
Course Type		Class Time
☐ University Requirement ☐ Faculty Requirement ☒ Major Requirement ☐ Elective ☐ Compulsory		Sun, Tue 11:15-12:05
Course Level*		Room No.
☐ 6 th ☒ 7 th ☐ 8 th ☐ 9 th		32101
		Hours No.*
		90

*According to JNQF standards

Instructor Information

Name	Office No.	Phone No.	Office Hours	E-mail
Faisal Kokash	32406	2384	Sat, Mon 11:00-12:00	fkokash@philadelphia.edu.jo

Course Delivery Method

☒ Blended ☐ Online ☐ Physical			
Learning Model			
Percentage	Synchronous	Asynchronous	Physical
	--	30%	70%

Course Description

This course will help the students define the role and the history of advertising, critically appraise models and perspectives of advertising and media. Students will employ advertising planning tools and techniques for a variety of campaigns, along with constructing advertising messages using a range of media options tailored to different contexts. At the end of this course, students will evaluate the role of inclusive and sustainable advertising campaigns in diverse and global communities.

Course Learning Outcomes

Number	Outcome	Corresponding Program Outcomes
Knowledge		
K1	Describe the principles, concepts and theories of advertising.	Kp1
K2	Explaining the various advertising strategies and technological tools used in implementing and evaluating advertising plans.	Kp2
K3	Explaining the components of the advertising environment and their impact on advertising planning decisions and achieving brand goals.	Kp3
K4	Analyzing different types of advertising and how to manage campaigns using traditional and technological methods.	Kp4
Skills		
S1	Communicate effectively and efficiently with others in both Arabic and English, whether through oral conversations or preparing reports and presentations.	Sp1
S2	Employing technology in collecting and interpreting advertising data and information.	Sp2
S3	Using critical thinking skills to make advertising decisions and solve problems and issues of individuals, work, and society.	Sp3

Learning Resources

Course Textbook	- Moriarty, Sandra, Nancy Mitchell, Charles Wood, and William Wells (2020), "Advertising & IMC: Principles & Practice," Eleventh Edition, Global Edition. (MMWW) - Altstiel, Tom, Jean Grow, Dan Augustine, Joanna Jenkins (2023), "Advertising Creative: Strategy, Copy, and Design," Sixth edition, Sage. (Alstiel) - Katz, Helen (2019), "The Media Handbook: A Complete Guide to Advertising media Selection, Planning, Research, and Buying," Seventh Edition, Routledge. (Katz) - Yeshin, Tony (2022)," Advertising," Thomson Learning. (Yeshin)
Supporting Websites	https://www.canva.com
Teaching Environment	☒ Classroom ☐ Laboratory ☒ Learning Platform ☐ Other

Meetings and Subjects Timetable

Week	Topic	Learning Method*	Task	Learning Material
1	Course introduction	Orientation	• Introduce the instructor • Meet students • Class ground rules • Syllabus introduction	Syllabus
2	• Define the nature and purpose of advertising. • Unravel some of the myths of advertising.	• Lecture • Collaborative learning	• Read Chapter • Discussions	Chapter 1a
3	• Consider advertising history as a means for understanding advertising in theory and practice. • Highlight key changes that have taken place in the advertising arena.	• Lecture • Collaborative learning	• Read Chapter • Discussions • Quiz (10%)	Chapter 1b
4	• To understand the many different perspectives on how advertising works. • To understand the various models of advertising, from the hierarchy of effects to strong vs weak theories.	• Lecture • Activity	• Read Chapter • Discussion • Activity	Chapter 2a
5	• To appreciate the benefits and criticisms of advertising models. • To appreciate the difference between active and passive recipients, and the impacts of individual and group dynamics on ad literacy.	• Lecture • Collaborative learning	• Read Chapter • Discussion • Homework 1 (10%)	Chapter 2b
6	• To understand the key stages involved in the advertising development process. • To appreciate the market background, brand and consumer insight.	• Lecture • Activity	• Read Chapter • Discussion • Activity	Chapter 3a

7	- To understand the difference between marketing and advertising objectives. - To highlight the role ad objectives, play in the measurement of its success. - To kickstart thinking of pre- and post-testing in advertising development.	- Lecture - Collaborative learning	- Read Chapter - Discussion - Classwork 1 (10%)	Chapter 3b
8	Midterm Exam (30%) Chapter 1,2,3			
9	- To appreciate the workings of a creative brief. - To define creativity in advertising and appreciate the dimensions of creativity research. - To develop an understanding of creative concepts and executions. - To grasp the fundamentals of copywriting and art direction in print advertising. - To review the key thinking behind ethical advertising.	- Lecture - Activity	- Read Chapter - Discussion - Activity	Chapter 4a
10	- To understand representational issues and conventions in advertising. - To understand industry commitment and response to diversity and inclusion. - To understand the negative impact that marketing has on society. - To define sustainable consumption and its implications for advertising practice. - To introduce you to some simple tools for sharing ads.	- Lecture - Collaborative learning	- Read Chapter - Discussion	Chapter 4b
11	- Understand What Media Planning Means. - Selecting the Target Audience. - Selecting Marketing Objective and Media Objectives. - Introduction to Different Media Types.	- Lecture - Activity	- Read Chapter - Discussion - Activity	Chapter 5

12	• Discuss Different Media Types and Media Vehicles. • Integrate Media for a Campaign. • Understand Implications of Academic Research on Media Practice.	• Lecture • Activity	• Read Chapter • Discussion • Activity	Chapter 6
13	• Understand Media Considerations. • Implement Media Scheduling. • Understand and Apply Media Terms.	• Lecture • Activity	• Read Chapter • Discussion • Activity	Chapter 7
14	• Apply Media Budgeting. • How to allocate budget across different media channels. • How to evaluate media.	• Lecture • Collaborative learning	• Read Chapter • Discussion	Chapter 8
15	Final Exam (40%) Group Project Presentations Chapter 4,5,6,7,8			
16				

*Includes: lecture, flipped Class, project based learning, problem solving based learning, collaboration learning.

Course Contributing to Learner Skill Development

Using Technology
- Students will use several offline software (i.e Microsoft Office) or online software (i.e Prezi and Google Slides) to deliver their presentations. - Students will use the internet search engines to capture needed data and information to perform their assignments. - Students will use the electronic email for submitting the required documents.
Communication Skills
- Students will develop their verbal and nonverbal communication skills by participating in classroom activities, group work, and presentations. - Students will use creative and critical thinking while participating in classroom discussions, solving issues, and performing various assignments.
Application of Concept Learnt
Students will reflect on the acquired knowledge of marketing concepts, principles, and models using adult learning methods (i.e Experiential and project-based learning)

Assessment Methods and Grade Distribution

Assessment Methods	Grade	Assessment Time (Week No.)	Course Outcomes to be Assessed
Term Works	% 30	Quiz 1 (10%) Homework 1 (10%) Classwork 1 (10%)	K1, K2, K3, K4
Midterm Exam	% 30	E-Learning Exam (%30) Chapter 1,2,3	K1, K2, K3, K4 S2
Final Exam	% 40	Group project (%40) Chapter 4,5,6,7,8	K1, K2, K3, K4 S1, S2, S3
Total	%100		

Alignment of Course Outcomes with Learning and Assessment Methods

Number	Learning Outcomes	Learning Method*	Assessment Method**
Knowledge			
K1	Describe the principles, concepts and theories of advertising	• Lecture • Flipped class	• In-class Activities • Quiz • Exam • Homework • Classwork
K2	Explaining the various advertising strategies and technological tools used in implementing and evaluating advertising plans.	• Lecture • Collaborative learning	• In-class Activities • Quiz • Exam • Homework • Classwork
K3	Explaining the components of the advertising environment and their impact on advertising planning decisions and achieving brand goals.	• Lecture • Collaborative learning • Problem solving based learning.	• In-class Activities • Quiz • Exam • Homework • Classwork
K4	Analyzing different types of advertising and how to manage campaigns using traditional and technological methods.	• Lecture • Collaborative learning • Problem solving based learning.	• In-class Activities • Quiz • Exam • Homework • Classwork
Skills			
S1	Employ the tools of electronic marketing in all forms; written, visual and oral to prepare e-marketing strategies.	• Collaborative learning	• In-class activities • Exam
S2	Employing technology in collecting and interpreting advertising data and information.	• Collaborative learning • Problem solving based learning.	• Project based learning • Exam
S3	Using critical thinking skills to make advertising decisions and solve problems and issues of individuals, work, and society.	• Collaborative learning • Problem solving based learning.	• Project based learning • Exam

*Include: lecture, flipped class, project based learning, problem solving based learning, collaboration learning.

** Include: quizzes, in-class and out of class assignments, presentations, reports, videotaped assignments, group or individual projects.

Course Policies

Policy	Policy Requirements
Passing Grade	The minimum pass for the course is (50%) and the minimum final mark is (35%).
Missing Exams	- Anyone absent from a declared semester exam without a sick or compulsive excuse accepted by the dean of the college that proposes the course, a zero mark shall be placed on that exam and calculated in his final mark. - Anyone absents from a declared semester exam with a sick or compulsive excuse accepted by the dean of the college that proposes the course must submit proof of his excuse within a week from the date of the excuse's disappearance, and in this case, the subject teacher must hold a compensation exam for the student. - Anyone absents from a final exam with a sick excuse or a compulsive excuse accepted by the dean of the college that proposes the material must submit proof of his excuse within three days from the date of holding that exam.
Attendance	The student is not allowed to be absent more than (15%) of the total hours prescribed for the course, which equates to six lecture days (n t) and seven lectures (days). If the student misses more than (15%) of the total hours prescribed for the course without a satisfactory or compulsive excuse accepted by the dean of the faculty, he is prohibited from taking the final exam and his result in that subject is considered (zero), but if the absence is due to illness or a compulsive excuse accepted by the dean of the college that the article is introduced, it is considered withdrawn from that article, and the provisions of withdrawal shall apply to it.
Academic Integrity	Philadelphia University pays special attention to the issue of academic integrity, and the penalties stipulated in the university's instructions are applied to those who are proven to have committed an act that violates academic integrity, such as cheating, plagiarism (academic theft), collusion, intellectual property rights.

Program Learning Outcomes to be Assessed in this Course

Number	Learning Outcome	Course Title	Assessment Method	Targeted Performance level

Description of Program learning Outcomes Assessment Method

Number	Detailed Description of Assessment