

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي
Syrian Virtual University		الجامعة الافتراضية السورية

## Course Definition:

### 1- Basic Information:

Course Name	Advertising principles and management
Course ID	ABM13
Contact Hours (Registered Sessions)	14
Contact Hours (Synchronized Sessions)	14
Mid Term Exam	No
Exam	2
Registered Sessions Work Load	6
Synchronized Session Work Load	6
Credit Hours	30

### 2- Pre-Requisites:

Course	ID

### 3- Course General Objectives:

Introducing the student to the concept of advertising, its establishment and development, its importance, its functions and types, the components of the declaration and how to manage it, as the course aims to enable the student to know and how to deal with advertising according to the media, and to identify the strengths and weaknesses of the ad as a whole, which would generate the ability Study to work in this field of media, or to create an advertising agency after learning about the role of this agency and how it was created and its functions and the moment of the decision in the tenth unit.

Through the course, the learner can learn how to edit the readable ad components (title-Mutn - verbal logo) and deal with the image components (image, color, floor, and logo) to contribute to the production of an influential ad.

The course aims to inform the study that advertising is a structured work that requires a lot of effort and work, and goes through a series of steps that contribute to the good management of the declaration and ensure its success.

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#### 4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Learn about the concept, origin and development of advertising
ILO2	Learn about the importance, functions and types of advertising.
ILO3	Learn about read and illustrated ad components and how to edit them
ILO4	Learn about the concept and steps of ad management- .
ILO5	Identify the factors that help the success of the ad by adhering to its planning steps
ILO6	Learn about the functions, types and ways to create advertising agencies
ILO7	. Apply many of the concepts contained in the decision through the function that links the practical aspect to the content of the decision .....

#### 5- Course Syllabus (18 hours of total synchronized sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	•	3			Exercises
ILO2	•	3			Exercises
ILO3	•	3			Exercises
ILO4	•	3			Exercises
ILO5	•	3			Exercises
ILO6	•	3			Exercises
ILO7	•	9		assignments	

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## 6- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Work		

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1						✓	
ILO2						✓	
ILO3						✓	
ILO4						✓	
ILO5						✓	
ILO6							
ILO7					✓		

## 7- Practice Tools:

Tool Name	Description

## 8- Main References

The decision itself

## 9- Additional References

- Advertising As A Kind of Communication: <http://diplomovka.sme.sk/zdroj/3091.pdf>.
- محمد فريد الصحن: الإعلان، الدار الجامعية، الإسكندرية، 1992.
- Taflinger ,Richard F: A Definition of Advertising, This page has been accessed since 28 May 1996.
- ناجي معلا: الأصول العلمية للتسويق المصرفي، دمشق: دار وائل للطباعة والنشر والتوزيع، 2001.
- بشير عباس العلق وعلي محمد ربابعة: الترويج والإعلان التجاري، مرجع سابق.
- عبد الجبار مندبل الغاني: الإعلان بين النظرية والتطبيق، عمان: دار اليازوري العلمية، 1998م.

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- محمد الوفائي: الإعلان، (القاهرة: مكتبة الأنجلو المصرية، 1989 )