Note: This is a sample syllabus for reference of Cairo University faculty member. Please contact Professor Hassan El Alfy for more information.

**Course Objectives:** This course focuses on the planning and implementation of advertising. It examines advertising from a managerial perspective, emphasizing it as an effective marketing tool. This course should help you to:

- Identify key players in the advertising world
- Understand how creative concepts are developed
- Identify the key elements of an advertising plan
- Understand how advertising messages are communicated to target audiences

**Prerequisite:** Students must have successfully completed MK 3010 (Basic Marketing) prior to entering this course. Any student not meeting this requirement will be withdrawn from the course.

**Required Course Materials:**


2. **Class Notes:** May be downloaded on Ulearn.

**Course Evaluation:** Evaluation of your performance in this course will be based on three exams and a team project. Two class assignments will be given for the opportunity to receive bonus points during the semester.
Three exams will be scheduled during the semester. Please pay close attention to the scheduled exam dates on the syllabus. They will not be changed and **NO MAKE-UP EXAMS WILL BE GIVEN**. A missed exam will result in a grade of zero. The breakdown of points for computing the final grade is as follows:

<table>
<thead>
<tr>
<th></th>
<th>Final Grade</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>200pts</td>
</tr>
<tr>
<td>837 - 900 pts</td>
<td>A</td>
</tr>
<tr>
<td>810 - 836 pts</td>
<td>A-</td>
</tr>
<tr>
<td>Exam 2</td>
<td>250pts</td>
</tr>
<tr>
<td>783 - 809 pts</td>
<td>B+</td>
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<tr>
<td>747 - 782 pts</td>
<td>B</td>
</tr>
<tr>
<td>720 - 746 pts</td>
<td>B-</td>
</tr>
<tr>
<td>693 - 719 pts</td>
<td>C+</td>
</tr>
<tr>
<td>657 - 692 pts</td>
<td>C</td>
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<tr>
<td>630 – 656 pts</td>
<td>C-</td>
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<tr>
<td>540 – 629 pts</td>
<td>D</td>
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<tr>
<td>539 pts or less</td>
<td>F</td>
</tr>
<tr>
<td>Team Project</td>
<td>200pts</td>
</tr>
<tr>
<td>747 - 782 pts</td>
<td>B</td>
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<tr>
<td>720 - 746 pts</td>
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</tbody>
</table>

**Attendance:**

Regular attendance and **on-time** arrival is expected. Not only is tardiness disruptive to me, but it also shows a lack of consideration for your fellow classmates. I would like for you to attend every class because my experience tells me that students who attend class regularly learn more and score higher on the exams than students who miss class.

**Bonus Assignments:**

Two bonus assignments will be given during the semester. These assignments will allow you to have bonus points calculated into your final grade at the end of the semester. Partial assignments will not receive credit.

I will always accept early assignments, submitted prior to the due date: PLEASE NOTE: If emailing an assignment, they must be received prior to the end of class on the due date. It is the student’s responsibility to make sure any emailed assignment is received on time by the instructor. Late emailed assignments due to “technical difficulties” will not be accepted.

**All assignments are due at the beginning of class on the due date. No assignments will be accepted after class on the due date. Points will also be deducted for misspelled words, typographical errors, and incorrect grammar. No Handwritten Assignments will be accepted. All assignments must be stapled or will be returned to the student.**

**Return of Assignments and Exams:**

Assignments and exams will be returned the next class session only. Students who are not in attendance the class session after an exam or an assignment is due will be responsible for retrieving their grades during office hours.
**Team Project:** The team project will cover two major areas: Creative Strategy and Media Strategy. The overall purpose of the project is to allow you to integrate and apply the various components of creative and media strategy discussed in class to a real-life situation. It is expected that each member will contribute equitably to the team. I recommend the development of a contract (formal or informal) detailing what each team member is responsible for completing.

If necessary, with my approval, a team may dismiss a member from the group for lack of contribution (clear, objective, written documentation must be submitted for my review. A dismissed team member may petition to join another group (Please note: other groups have no obligation to allow a dismissed individual to join them). If a dismissed team member cannot join another team he or she will receive a grade of zero for the project. **Individual projects will not be accepted.**
COURSE OUTLINE

Date

1/19 & 1/24  Introduction to Advertising
Readings:   Chapter 1

I. SOCIAL, ETHICAL, AND REGULATORY ISSUES

1/26 & 1/31  Ethical and Regulatory Issues
Readings:   Chapter 3
Due:   List of Team members (1/31)

2/2 & 2/7  Social Issues in Advertising/Class Debate
Readings:   Chapter 3
Due:   Social Issues Bonus Assignment (2/7)

II. ADVERTISING STRATEGY AND PLANNING

2/9 & 2/14  Strategic Research
Readings:   Chapter 6

2/16  EXAM I

2/21 & 2/23  Strategy and Planning
Readings:   Chapter 7

2/28 & 3/2  SPRING BREAK

III. CREATIVE ADVERTISING

3/7 & 3/9  How Advertising Works
Readings:   Chapter 4
Due:   Creative Worksheet (Initial Draft) (3/7)

3/14 & 3/16  Creative Strategy and Tactics
Readings:   Chapters 12, 13, and 14

3/21  EXAM II

3/23  TEAM MEETINGS

3/28 & 3/30  Creative Presentations

IV. ADVERTISING MEDIA AND ADVERTISING EFFECTIVENESS
4/4 & 4/6   Media Strategy and Planning
            Readings:   Chapter 11

4/11 & 4/13 Media Vehicles
            Readings:   Chapters 8, 9, and 10

4/18        Measuring Advertising Effectiveness
            Readings:   Chapter 19
            Due:       Which Ad Pulled Best Bonus Assignment

V. ADVERTISING TO SUBCULTURAL AND CROSS-CULTURAL AUDIENCES

4/20 & 4/25 Global Advertising
            Readings:   Chapter 18

4/25        Due: Creative Executions/Media Plans

5/2         EXAM III 10:45 a.m.