



Spring 2023

Basic Course Information:

Course Prefix/Number: COMM 460

Course Title: Advertising Campaigns

Concentration Course

Class Meeting Times: UTR 12-12:50 pm

Class Location: G205

Pre-requisite: COMM 230

Instructor: Iqbal AlHaddad

Office Location: G335

Office Phone: 1802040 ext. 3619

Email: ialhaddad@auk.edu.kw

Office Hours: UTR 9-10 am & 1-2pm

AUK Mission Statement:

The American University of Kuwait is a liberal arts institution dedicated to teaching, learning, and scholarship. The University offers programs that provide students with the knowledge and skills necessary for lifelong learning and professional success. AUK enriches society by fostering an environment that encourages critical thinking, effective communication, personal growth, service, and leadership.

Department/College Mission Statement:

The Department of Communication and Media educates students to be ethical, analytical, and creative leaders in a multimedia and multicultural society. Providing a first-class liberal arts education to undergraduates, the COMM major is designed to help students become better consumers and producers of public information, strengthen their understanding of the role of communication in their personal, professional, and civic lives, and prepare them for private and public-sector leadership positions in communication-related and other fields. To accomplish this, the communication and media program employs a flexible approach, exposing students to various branches such as advertising, journalism, public relations, and others. Laboratory courses sharpen students' skills, lectures provide firm theoretical grounding, and internships enable students to view the profession from a variety of perspectives

Catalog Course Description:

Class functions as a full-service advertising agency. Using all the relevant skills gained in other COMM and similar courses, students collaborate on a semester-long project that includes the conception, research, development, and execution of real-life advertising campaigns. Special emphasis is given to creativity, problem-solution, copywriting, as well as to layout and production concerns for print, broadcast, and new media.

Program Learning Outcomes:

Program Learning Outcomes (PLOs)
PLO 1: Examine ways communication impacts interaction and behavior between individuals
PLO 2: Apply appropriate technology in the development and dissemination of media messages
PLO 3: Develop an enhanced understanding of how communication theories are linked to today's contemporary media practices
PLO 4: Design media messages for diverse target audiences.
PLO 5: Comprehend the field of communication to confidently enter the workforce.
PLO 6: Develop effective communication strategies based on ethical principles and respect for diversity

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

Course Learning Outcomes (CLOs)	Corresponding PLO
CLO1: To understand how the advertising campaign fits within the overall marketing plan	PLO3
CLO2: To understand how to meet the client's request and transform it to an advertising campaign	PLO4
CLO3: To become familiar with and know how to apply all the advertising essentials for an effective advertising campaign	PLO2 & PLO6
CLO4: To fully understand and know the specific roles in the advertising agency	PLO1
CLO5: To be able to complete and present a full advertising campaign	PLO 5

Course Delivery/Methodology:

For this course we will be meeting in-person **3 days** per week and material will be presented through **lectures/videos/reading material**. All **course material** will be posted on Moodle, which can be accessed at lms.auk.edu.kw. You will be completing the following evaluations for this course: **by submitting quizzes and smart reader on Connect and the final report to be submitted on Moodle/Turnitin that includes group work and presentations**. To successfully complete this course, you must **purchase the ebook from McGraw-Hill or Growmore bookstore in order to post regularly on Connect**, actively participate in class discussions, present to the class and post report on Moodle by the posted due dates and times.

Required Textbook:

Creative Strategy in Advertising by Bonnie Drewniany and A. Jerome Jewler
Campaign Planner for Integrated Brand Communications by Sayre
Contemporary Advertising by Williams Arens & Michael Weigold

Required Readings:

- 1) [The impact of ad positioning in search engine **advertising**: a multifaceted decision problem.](#)
- 2) [Marketer Perceptions of Client–Agency Co-Creation: Exploring the Levels of Partnership Collaboration.](#)
- 3) [The Effects of Search **Advertising** on Competitors: An Experiment Before a Merger.](#)
- 4) [Effective communication models in **advertising campaigns**. A strategic analysis in the search for effectiveness.](#)
- 5) [Using mixture-amount modeling to optimize the **advertising** media mix and quantify cross-media synergy for specific target groups.](#)
- 6) [The Fit Factor: The Role of Fit Between Ads in Understanding Cross-Media Synergy.](#)
- 7) [Brand storytelling: A three-dimensional perspective.](#)
- 8) [Impact of **Advertising** Appeals on Purchase Intention.](#)

Evaluations and Grading:

Evaluation Type	Weight	Link to CLO/PLO
Attendance/Participation: The course covers a lot of material and class attendance is required. Students are encouraged to contribute their ideas and comments and pose questions for discussion since the class centers around the presentations and discussion of material.	10%	PLO1
Quizzes: The quizzes are to be submitted throughout the semester on time after each chapter's explanation. Some may be done in class while others will be assigned to be prepared individually and to be submitted within the due date. They will all be graded. There are no make-ups for any missed/assigned work.	20%	CLO1
Smart Reader: Students are to read the chapters and answer the questions on the chapters covered in class. Need to be submit on time as it will also be graded.	20%	CLO1, CLO3
Project & Presentation: An advertising campaign is to be prepared by providing you the outline, representing your group as an advertising agency. All groups need to be present by fully furnishing the client /class with all details required for an advertising campaign pitch. This is a group project that will also be submitted in a written report.	20%	CLO2, CLO4 & CLO5
Midterm Exam: The assignments will cover the textbook material, class discussions or any assigned readings.	15%	CLO 3
Final Exam: The assignments will cover the textbook material, class discussions or any assigned readings.	15%	CLO4 & CLO5
Total	100%	

AUK Official Grading Scale:

Letter Grade	Percentage	University Points
A	94-100	4.0
A-	90-93	3.7
B+	87-89	3.3
B	84-86	3.0
B-	80-83	2.7
C+	77-79	2.3
C	74-76	2.0
C-	70-73	1.7
D+	67-69	1.3
D	64-66	1.0
D-	60-63	0.7
F	0-59	0.0

AUK Attendance Policy:

Any student who misses more than 15% of class sessions of any course during a semester should expect to fail, unless she/he submits documented evidence to the course instructor of inpatient medical care, death of an immediate family member, academic instructional activities, or national athletic activities. If excused, students are required to satisfy all coursework due or assigned during their absence as determined by the course instructor. If a student does not submit documented evidence for her/his absence exceeding the limit, it is the student's responsibility to withdraw from the course by the specified deadline, as indicated on the academic calendar. Students who withdraw from a course receive a grade of "W". Students who do not withdraw from a course nor submit supporting documents for excessive absences will receive a grade of "FN" (failure for non-attendance).

Code of Academic Honesty and Integrity:

Upon admission to the American University of Kuwait, students agree to act responsibly in all areas of academic, personal and social conduct and to take full responsibility for their individual and collective action. Such regulations are found in the American University of Kuwait Catalogue, Student Handbook, and the AUK website at www.auk.edu.kw. Any question of interpretation regarding the code of academic honesty and Integrity shall be reported to the appropriate academic dean. The Code shall be reviewed annually at the discretion of the academic deans. Any student or student organization found to have committed the cited violations or misconduct, either on or off campus, is subject to the disciplinary sanctions outlined in adjudication procedures.

Plagiarism:

The term "plagiarism" includes, but is not limited to, an attempt of an individual to claim the work of another as the product of his or her own thoughts regardless of whether that work has been published. Plagiarism includes, but is not limited to, quoting improperly or paraphrasing text or other written materials without proper citation on an exam, term paper, homework, or other written material submitted to an instructor as one's own work. Plagiarism also includes handing in a paper to an instructor that was purchased from a term paper service or downloaded from the Internet and presenting another person's academic work as one's own.

Cheating:

The term "cheating" includes but is not limited to, copying homework assignments from another student; working together with another individual on a take-home test or homework when not approved by the instructor, looking at and/or copying text, notes or another person's paper during an examination when not permitted to do so. Cheating also includes the giving of work information to another student to be copied and/or used as his or her own. This includes but is not limited to giving someone answers to exam questions either when the exam is being given or after having taken an exam; informing another student of specific questions that appear or have appeared on an exam in the same academic semester; giving or selling a term paper, report, project or other restricted written materials to another student.

Academic Support:

Learning Support Services focuses on empowering students to become independent and successful learners by developing their literacy skills, enhancing their understanding, and helping them improve their academic and study skills. Learning Support Services is comprised of two centers: the Tutoring Center and the Writing Center. The Tutoring Center provides free academic support in various subjects to AUK student. Email: tutoringcenter@auk.edu.kw.

The Writing Center provides multilingual support (English, Arabic, French, and Spanish) through individual or small-group consultations. Email: writingcenter@auk.edu.kw

Disability Accommodations:

Disability services include identifying strategies to accommodate the learning requirements of students with disabilities. The Counseling Center at AUK offers services that include personal counseling and disability services. Their mission is to support students as they overcome what inhibits their success and prepare them for lifelong learning and development. For questions regarding accommodation services, please contact the Counseling Center at Counseling@auk.edu.kw.

Course Policies/Student Responsibilities:

Students are expected to adhere to the AUK Honor Code. Cheating, plagiarism, and other forms of academic dishonesty will result in failure on the exams or assignments.

Late and Missing Work Policy:

Advertising is a deadline-driven profession; when deadline are missed, ads don't run, speeches aren't given, and articles are not published. In light of that, assignments, group reports and presentations for this course are due on time. There are no exceptions and no makeups.

Make-Up Work Policy:

Extra credit work may replace any missed work or low grade assignment by attending assigned conferences, workshops, and/or seminars by covering the event by submitting a report.

Technology Issues:

All assignments must be submitted through Moodle. However, you may experience trouble submitting an assignment due to technology or internet issues. If such a situation does arise and you are unable to submit your assignment through Moodle, please send me an email at ialhaddad@auk.edu.kw and include the **completed** assignment. Please make sure that you email me the assignment **before** the deadline as this documents that you did finish everything by the due date and time, but that you just had a technology issue. This will ensure that your assignment will be accepted, and you will not **receive a late penalty**. Once the technology or internet issue is resolved, please upload the assignment to Moodle. In general, always be sure to frequently save your files and keep backups of your assignments.

Communication Policy:

Please be sure to use your official AUK email account, write your full name, and indicate which class and section you are taking (**COMM 460, UTR 11 am**) when you send me an email. If you have a question, please check the syllabus first and if your question is not answered there, then please feel free to send an email and I will be happy to clarify. I respond to questions **via email** within 24 hours of receiving them; if I do not respond within 24 hours, please re-send the email. Please note I normally respond during these working hours: **UTR 9-10 am & 1-2 pm**. Emails sent on weekends will be responded to on Sunday.

Course Schedule:

Week	Topic	Assignments and Readings
1 5/2	Introduction	Review the Syllabus
2 12/2	Ch.4- The Scope of Advertising Sunday 19/2 Prophet's Ascension	Submit Smart Reader and Quiz for Ch.4
3 21/2	Ch.6- Marketing Segmentation and Marketing 24/2-4/3 National & Liberation Holidays	Submit Smart Reader Quiz Ch.6
4 5/3	Ch.7 – Research	Submit Smart Reader and Quiz for Ch.7
5 12/3	Ch.8- Marketing and IMC Planning Saturday 18/3 Makeup Class	Submit Smart Reader and Quiz for Ch.8
6 19/3	Ch.9 – Planning Media Strategy (Ramadan starts 23/3)	Submit Smart Reader and Quiz for Ch.9
7 26/3	Ch.10- Creative Strategy and The Creative Process	Submit Smart Reader and Quiz for Ch.10
8 2/4	Ch.11 – Creative Execution Midterm Week	Submit Smart Reader and Quiz for Ch.11
9 9/4	Ch.12- Advertising in Print Media	Submit Smart Reader and Quiz for Ch.12
10 16/4 23/4	Ch.13- Using Electronic Media/TV & Radio Eid AlFitr One Week Holiday	Submit Smart Reader and Quiz for Ch.13
11 30/4	Ch.14- Using Digital Interactive Media	Submit Smart Reader and Quiz for Ch.14
12 7/5	Ch.15- Social Media	Submit Smart Reader and Quiz for Ch.15
13 14/5	Ch.16- Using OOH, Exhibitivite and Supplementary Media	Submit Smart Reader and Quiz for Ch.16
14 21/5	Ch.17- Relationship Building: Direct Marketing, Personal Selling and Sales Promotion/ Group Presentations	Submit Smart Reader and Quiz for Ch.17
15 28/5	Ch.18- Relationship Building: PR, Sponsorship, Corporate Advertising/ Group Presentations	Submit Smart Reader and Quiz for Ch.18
16 15/1	Finals Week	Final Assignment