

## Course description template: Advertising Management and Planning

<b>Course Name .1</b>	
Media Management and PlanningNew	
<b>Course code .2</b>	
<b>the chapter/Year .3</b>	
Second semester/2025–2026	
<b>Date this description was prepared .4</b>	
(2023/2024)	
<b>Available forms of attendance .5</b>	
My attendance in classrooms	
<b>Number of study hours (total) / Number of units (total) .6</b>	
Total number of study hours(30) /Number of units(3)	
<b>Name of the course coordinator (if there is more than one, please .7 mention it).</b>	
the name:A.m.Kazem Al-Asadi's appointment <a href="mailto:alasadimoued79@gmail.com">alasadimoued79@gmail.com</a>	
<b>Course objectives .8</b>	
<p>Introducing students to the concepts of advertising managementintentionModern and structured press, radio and television institutions.</p> <p>Developing students' abilities to create advertising plansintention(Strategic and tactical) for organizations and campaigns.</p> <p>Enabling the student to understand economicsAdvertisementAnd how to manage human and financial resources in the digital environment.</p> <p>To equip students with decision–making and administrative and professional problem–solving skills within newsrooms and officesAdvertising.</p> <p>Studying crisis management planning methodsAdvertisingAnd how to deal with it.</p>	<b>Course objectives</b>
<b>Teaching and learning strategies .9</b>	
<p>Theoretical aspect: Explaining the concepts of planning and management, and clarifying the difference between traditional management and the management of modern media institutions.</p>	<b>strategy</b>

Scientific interaction: Activating student participation when explaining the material and raising scientific questions about it as part of the evaluation process.

Commitment to attendance: Obliging students to attend lectures by allocating attendance grades within the evaluation.

Assignments: Students are given assignments for the purpose of evaluation and to determine their academic level in relation to the material given.

Course structure .10

Evaluation Method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
Participation, discussion, exam	In-person lecture	Introduction to Management: Concept and Origins	Developing theoretical skills	3	.1
Participation, discussion, exam	In-person lecture	Administrative Schools: Stages of Management Development	Developing theoretical skills	3	.2
Participation, discussion, exam	In-person lecture	Advertising management jobs	Developing theoretical skills	3	.3
Participation, discussion, exam	In-person lecture	Contact and Advertising	Developing theoretical skills	3	.4
Participation, discussion, exam	In-person lecture	Advertising communication	Developing theoretical skills	3	.5
Participation, discussion, exam	In-person lecture	Advertisement	Developing theoretical skills	3	.6
The exam	In-person lecture	Advertising communication methods 1	Developing theoretical and practical skills	3	.7
Participation, discussion, exam	In-person lecture	Finance, production, and marketing in advertising agencies	Developing theoretical skills	3	.8
Participation, discussion, exam	In-person lecture	Human Resources Management in Advertising Organizations	Developing theoretical skills	3	.9
Participation, discussion, exam	In-person lecture	Advertising communication methods 2	Developing theoretical skills	3	.10

Participation, discussion, exam	In-person lecture	Planning for advertising crisis management	Developing theoretical and practical skills	3	.11
Participation, discussion, exam	In-person lecture	Leadership and decision-making in advertising work	Developing theoretical skills	3	.12
Participation, discussion, exam	In-person lecture	Advertising communication methods 3	Developing theoretical skills	3	.13
The exam	In-person lecture	Advertising management ethics and legislation	Developing theoretical skills	3	.14
Participation, discussion, exam	In-person lecture	General practical applications and curriculum review	Skills development Theory and Application	3	.15
Participation, discussion, exam	In-person lecture	Introduction to planning	Planning	3	.16
Participation, discussion, exam	In-person lecture	Advertising planning: its types, levels, and importance	The concept of advertising planning and its historical development	3	.17
Participation, discussion, exam	In-person lecture	marketing mix	The role of advertising within the promotional mix	3	.18
Participation, discussion, exam	In-person lecture	Advertising planning	Advertising planning objectives	3	.19
Participation, discussion, exam	In-person lecture	analysisswot	Market analysis in advertising planning	3	.20
Participation, discussion, exam	In-person lecture	Who is the target audience?	Target audience study	3	.21
Participation, discussion, exam	In-person lecture	advertising message	advertising message(Advertising Message)	3	.22

Participation, discussion, exam	In-person lecture	Advertising methods	Advertising methods(Advertising Media)	3	.23
Participation, discussion, exam	In-person lecture	What are the advertising methods?	Choosing the right advertising medium	3	.24
Participation, discussion, exam	In-person lecture	Types of advertising schedules	Advertising scheduling(Media Scheduling)	3	.25
Participation, discussion, exam	In-person lecture	Advertising funding	Advertising budget	3	.26
Participation, discussion, exam	In-person lecture	Types of advertising planning	Planning the advertising campaign	3	.27
Participation, discussion, exam	In-person lecture	Effective methods of evaluation and measurement	Evaluating and measuring advertising effectiveness	3	.28
Participation, discussion, exam	In-person lecture	Fundamentals of Ethics	Ethics and legal controls in advertising	3	.29
Participation, discussion, exam	In-person lecture	Analysis of recent trends	Modern trends in advertising planning	3	.30

**Course evaluation .11**

Distribution of the grade from 100 According to the tasks assigned to the student, such as daily preparation, daily, oral, monthly, and written exams, and reports.....etc  
 \*60 Final written exam grade.  
 \*40 Student's level of effort.  
 A- 30 Student's monthly exam score.  
 for- 5 Grades for daily oral participation during the lecture.  
 C- 5 Lecture attendance grades.

**Learning and teaching resources .12**

Book on the Management of Advertising Institutions intention Approved.	Required textbooks (methodology, if applicable)
-----	Main references (sources)

-----	Recommended supporting books and references (scientific journals, reports...)
websites dedicated to studies related to media management and planning	Electronic references, websites

