

Course Description Template for Principles of Advertising and Communication

1. Course Title:							
<i>Principles of Advertising and Communication</i>							
Course Code: 2.							
<i>To be determined by the academic department</i>							
3. Semester/Year:							
First Semester							
Date this description was prepared: 4.							
9/2/2025							
Available Attendance Formats: 5.							
In-person + Online (when needed)							
Total Credit Hours / Total Units: 6.							
2 hours / 2 units							
Course Coordinator 7.							
hussain.ka@uowa.edu.iq : Name: Dr. Hussain Mohammed Ali Kashkool Email							
Course Objectives 8.							
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10. Course Structure							
Assessment Method	Learning Method	Unit or Topic Name	Required Learning Outcomes	Hours	Week		
Oral Questions	Lecture + Discussion	Introduction to Advertising Marketing Management	Understanding the historical and epistemological development of marketing	2	1		

Short Quiz	Lecture + Examples	Advertising and Marketing Philosophy	Distinguishing Marketing and Advertising Objectives and Types	2	2
Short Report	Lecture + Participation	Marketing and Advertising Management Processes	Understanding Marketing Processes	2	3
Homework	Lecture + Discussion	Advertising and Marketing Strategies	Identifying the Evolution of Advertising and Marketing Strategies	2	4
Homework	Lecture + Exercise	Market Segmentation	Identifying the Concept and Types	2	5
Short Quiz	Lecture + Case Study	The Media Marketing Mix	Identifying the 4S Marketing Mix	2	6
Homework	Lecture + Training	The Advertising Environment	Identifying the Internal and External Advertising Environment	2	7
Monthly Quiz	Lecture + Practical Exercise	Consumer Markets	Identifying the Concept of the Consumer and its Types	2	8
Short Report	Lecture + Discussion	Buying Behavior	Understanding Consumer Buying Behavior	2	9
Homework	Lecture + Practical Examples	Advertising Content	Identifying the Marketing and Advertising Content of the Advertising Process	2	10
Short Quiz	Lecture + Training	The Advertising Product Cycle	Identifying the Five-Stage Lifecycle of an Advertising Product	2	11
Homework	Lecture + Case Study	Advertising Promotion	Identifying the Concept and Types of Advertising Promotion	2	12
Report	Lecture + Practice	Marketing Communications	Understanding the Concept of Marketing Communications	2	13
Class Participation	Review + Practices	The Advertising Mix	Understanding the Advertising Mix	2	14
Final Exam	Written	Exam	Final Exam	2	15
Short Report	Lecture + Examples.	Distribution Channels	Understanding Distribution Channels and Their	2	16
Homework	Lecture + Participation	Types of Advertising	Types: Understanding the Types of Advertising for the Marketing Process	2	17
Homework	Lecture + Discussion	Traditional Advertising Media	Understanding Traditional Media	2	18
Short Quiz	Lecture + Practice	Modern Advertising Media	Understanding Modern Media	2	19
Homework	Lecture + Case Study	The Advertising Message	Understanding the Advertising Message of a Marketing Product	2	20
Monthly Quiz	Lecture + Practice	Planning for an Advertising Campaign	Understanding the Planning Process for the Marketing Advertising Campaign	2	21
Short Report	Lecture + Practical Exercise	Advertising Budget	Understanding the Items of the Advertising Budget for a Marketing Campaign	2	22
Homework	Lecture + Discussion	Public Relations	Understanding Public Relations Concepts for the Marketing Process	2	23
Short Quiz	Lecture + Practical Examples	Direct Marketing	Understanding Direct Marketing and its Types	2	24
Homework	Lecture + Practice	Social Media Advertising	Understanding Social Media Advertising Methods.	2	25
Report	Lecture + Case Study	Marketing Generations	Understanding Marketing Generations.	2	26
Class Participation	Lecture + Practice	Advertising and Artificial Intelligence	Understanding Artificial Intelligence Programs in the Advertising Process	2	27
Short Report	Review + Exercises	Communication, its Types and Models	Understanding the Concept of Communication, its Types and Models	2	28
Homework	Lecture + Examples	Elements of Communication	Understanding the Most Important Elements of Communication	2	29
Final Exam	Written	Exam	Final Exam	2	30
11. Course Evaluation					

The grade is distributed out of 100 according to the tasks assigned to the student, such as daily preparation, daily, oral, and monthly exams, written exams, reports, etc.

A. Preparation and Class Participation: 10 marks

B. Monthly Exam: 30 marks

C. Final Exam: 60 marks

D. Total = 100 marks

12. Learning and Teaching Resources

- Marketing Management, Dr. Thamer Al-Bakri, 2024, Fourth Edition.
Al-Thakira Publishing and Distribution.

Required Textbooks

A. Heizer, J. & Render, B., Operations Management.

Main References

B. Stevenson, W. J., Operations Management

Marketing Management According to Marketing Generations, Dr. Yousef Hajim Al-Tai & Dr. Hussein Mohammed Ali Kashkoul, 2024, First Edition

Recommended Supporting Books and References

Journals and Scientific Research Related to Marketing and Advertising Management.

Electronic References, Websites

