



Philadelphia University
Faculty of –business Administration and financial sciences
Department of --Marketing
2014-2015

Course Syllabus

Course Title: marketing communication	Course code: 0350365
Course Level: 3	Course prerequisite: 0350160
Lecture Time:	Credit hours: 3

Academic Staff Specifics

Name	Rank	Office Number and Location	Office Hours	E-mail Address

Course module description:

Division Compulsory Requirements .

Course module objectives:

To Provide Student With A Board Introduction To marketing communications And Theories That Will Help students To differentiate between different kinds of multimedia and advertising tools.

Course/ module components

- **Books (title , author (s), publisher, year of publication)**
 - 1- Marketing communication. Authors: **Jim Blyth 2003.**

- **Support material (s) (vcs, acs, etc).**
- **Study guide (s) (if applicable)**
- **Homework and laboratory guide (s) if (applicable).**

Teaching methods:

Lectures, discussion groups, tutorials, problem solving, debates, etc.

Learning outcomes:

- Knowledge and understanding

- Cognitive skills (thinking and analysis).

- Communication skills (personal and academic).

- Practical and subject specific skills (Transferable Skills).

Assessment instruments

- Short reports and/ or presentations, and/ or Short research projects
- Quizzes.
- Home works
- Final examination: 50 marks

<u>Allocation of Marks</u>	
Assessment Instruments	Mark
First examination	20
Second examination	20
Final examination: 50 marks	50
Reports, research projects, Quizzes, Home works, Projects	10
Total	100

Documentation and academic honesty

- Documentation style (with illustrative examples)
-
-

- Protection by copyright
- Avoiding plagiarism.

Course/module academic calendar

week	Basic and support material to be covered	Homework/reports and their due dates
(1)	Theories Of Communication.	
(2)	The Communication Mix	
(3)	Print Media Advertising.	
(4)	Active Media, TV, Radio, Cinema.	
(5)	Outdoor Advertising.	
(6) First examination	Public Relation & Corporate Image.	
(7)	Branding, Packaging, Merchandising.	
(8)	Managing Exhibitions And Trade Events.	
(9)	Direct And Data Base Marketing.	
(10)	Sales Promotion .	
(11) Second examination	Personal Selling.	
(12)	21 st Century Marketing Communications .	

Expected workload:

On average students need to spend 2 hours of study and preparation for each 50-minute lecture/tutorial.

Attendance policy:

Absence from lectures and/or tutorials shall not exceed 15%. Students who exceed the 15% limit without a medical or emergency excuse acceptable to and approved by the Dean of the relevant college/faculty shall not be allowed to take the final examination and shall receive a mark of zero for the course. If the excuse is approved by the Dean, the student shall be considered to have withdrawn from the course.

Module references

Journals

Journal of Academy of Marketing Science

Websites

www.adassoc.org.uk