

Lecture

Source Material

Integrated advertising, promotion and marketing communications,
Pearson, Prentice Hall

Supplementary Material

Educational Resources

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

SESSION PARTICULARS

#: 4	Title: Advertising management	Hrs: 2
------	-------------------------------	--------

LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	In groups solve case at end of chapter
.....
.....
.....
.....
.....
.....
.....
.....
.....

Prepared by:

Designation
Name: Mrs. Shaimaa Farid
Sign
Date

Approved by:

Designation
Name: Dr. Khaled Hanafy
Sign
Date

<p><u>Lecture</u></p> <p>Source Material</p> <p style="padding-left: 40px;">Integrated advertising, promotion and marketing communications, Pearson, Prentice Hall</p> <p>Supplementary Material</p> <p>Educational Resources</p>

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

SESSION PARTICULARS

#: 5	Title: Application on Advertising design: theoretical frameworks	Hrs: 2
------	--	--------

LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	In groups solve case at end of chapter
.....
.....
.....
.....
.....
.....
.....
.....
.....

Prepared by:
Designation
Name: Mrs. Shaimaa Farid
Sign
Date

Approved by:
Designation
Name: Dr. Khaled Hanafy
Sign
Date

<p><u>Lecture</u></p> <p>Source Material</p> <p>Integrated advertising, promotion and marketing communications, Pearson, Prentice Hall</p> <p>Supplementary Material</p> <p>Educational Resources</p>

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

SESSION PARTICULARS

#: 6	Title: Revision	Hrs: 2
------	-----------------	--------

LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
	Questions on chapters 1, 2, 4, 5 and 6
.....
.....
.....
.....
.....
.....
.....
.....
.....

Prepared by:
Designation
Name: Mrs. Shaimaa Farid
Sign
Date

Approved by:
Designation
Name: Dr. Khaled Hanafy
Sign
Date

Lecture

Source Material

Integrated advertising, promotion and marketing communications,
Pearson, Prentice Hall

Supplementary Material

Educational Resources

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

SESSION PARTICULARS

#: 8	Title: Application on advertising media selection	Hrs: 2
------	---	--------

LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	In groups solve case at the end of chapter
2	Discuss different examples on media selection
.....
.....
.....
.....
.....

Prepared by:

Designation

Name: Mrs. Shaimaa Farid

Sign

Date

Approved by:

Designation

Name: Dr. Khaled Hanafy

Sign

Date

Lecture

Source Material

Integrated advertising, promotion and marketing communications,
Pearson, Prentice Hall

Supplementary Material

Educational Resources

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

SESSION PARTICULARS

#: 9	Title: Application on consumer promotions	Hrs: 2
------	---	--------

LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	Discuss Examples that show the difference between premiums, Contests and sweepstakes, Refunds and rebates, Sampling, Bonus packs and Price offs
2	In groups solve case at end of the chapter
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

Prepared by:
Designation
Name: Mrs. Shaimaa Farid
Sign
Date

Approved by:
Designation
Name: Dr. Khaled Hanafy
Sign
Date

Lecture

Source Material

Integrated advertising, promotion and marketing communications,
Pearson, Prentice Hall

Supplementary Material

Educational Resources

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

Educational Resources

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

SESSION PARTICULARS

#: 11	Title: Revision	Hrs: 2
-------	-----------------	--------

LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
	Revision questions on Chapter 6, 8, 10 and 11
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

Prepared by:
Designation
Name: Mrs. Shaimaa Farid
Sign
Date

Approved by:
Designation
Name: Dr. Khaled Hanafy
Sign
Date

Lecture

Source Material

Integrated advertising, promotion and marketing communications,
Pearson, Prentice Hall

Supplementary Material

Educational Resources

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

SESSION PARTICULARS

#: 12	Title: Application on Public relations	Hrs: 2
-------	--	--------

LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1	Discuss real life examples of companies who effectively use Public Relations
2	In groups solve case at the end of chapter
.....
.....
.....
.....
.....

Prepared by:

Designation

Name: Mrs. Shaimaa Farid

Sign

Date

Approved by:

Designation

Name: Dr. Khaled Hanafy

Sign

Date

Lecture

Source Material

Integrated advertising, promotion and marketing communications,
Pearson, Prentice Hall

Supplementary Material

Educational Resources

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)