



## *The Hebrew University of Jerusalem*

### *Syllabus*

### *Advertising - 50848*

*Last update 23-10-2019*

*HU Credits: 2*

*Degree/Cycle: 1st degree (Bachelor)*

*Responsible Department: Communication & Journalism*

*Academic year: 0*

*Semester: 1st Semester*

*Teaching Languages: Hebrew*

*Campus: Mt. Scopus*

*Course/Module Coordinator: Dr. Tovit Shlomi*

*Coordinator Email: [tovit@dab.co.il](mailto:tovit@dab.co.il)*

*Coordinator Office Hours: Friday, after the course*

*Teaching Staff:*

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Ms. Tovit Shlomi

Course/Module description:

How does the advertising world work?

How do you create a new brand?

Foundations of communication strategies.

sharpening and clarification the brand promise.

Building a campaign - both from the creative and the account manager point of view.

The advertising agency - it's structure and the different rolls.

The different medias in Israel.

Course/Module aims:

Gain experience in building a full advertising campaign for a variety of products/services.

The Israelis medias - finding the right media for the right audience, exploring different advertising solutions.

Learning outcomes - On successful completion of this module, students should be able to:

Creating, analyzing and criticizing an advertising campaign through all the medias.

Acquaintance with the advertising agency rolls - learning to be a junior advertiser /planner/media manager, or from the client side - marcom/brand manager

Attendance requirements(%):

90

Teaching arrangement and method of instruction: Frontal lecture accompanied by live examples. Full participation of the students.

Course/Module Content:

Introduction - an example for full product presentation.

The marketing mix: product, audience, price and distribution.

Marketing and creative pyramid.

The media channels, PR, sales promotion and advertising.

The advantages and dis-advantages of mass advertising.

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*The advertising agency and it's different rolls.  
The brief.  
The brand promise.  
How to come up with winning creative materials.  
The basic copy/art tools.  
The Israeli medias, media and budget planning.  
Building the perfect campaign.*

*Required Reading:*

*ניהול הפרסום/יעקב הורניק.  
חוקי השיווק/אל ריס וג'ק טארוט*

*Additional Reading Material:*

*Course/Module evaluation:*

*End of year written/oral examination 70 %  
Presentation 0 %  
Participation in Tutorials 15 %  
Project work 0 %  
Assignments 15 %  
Reports 0 %  
Research project 0 %  
Quizzes 0 %  
Other 0 %*

*Additional information:*

*The course takes place in Tel Aviv at the Drori Shlomi advertising agency.*