



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

Coordinator Office Hours: Friday, after the course

Teaching Staff:

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.

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.