

The Hebrew University of Jerusalem

Syllabus

comunication and advertising - 71716

Last update 14-02-2016

HU Credits: 3

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: environmental economics & management

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Rehovot

Course/Module Coordinator: Roni Latchover

Coordinator Email: rony.riesenberg@gmail.com

Coordinator Office Hours: wensday by appointment

Teaching Staff:

Ms. Roni Latchover

Course/Module description:

This course deals with all aspects of the advertising component in the marketing mix. It introduces the various tools available to the advertiser and describes how he makes use of them while interacting with key vendors in the field such as the advertising agency and media Buying & Planning Agencies.

The course reveals an effective method to create an advertising strategy and provides the students with a variety of tactical tools to use while actively managing a marketing campaign.

The course provides an updated and practical information based on the Multi Screen Theory of contemporary New Media.

Course/Module aims:

- 1. Definition of basic concepts and jargon in advertising and marketing communications.*
- 2 Definition and delineation of the process of formulating advertising strategies.*
- 3 instilling deep thinking in advertising*
- 4 knowledge of trends and developments in the field of marketing communications.*

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

*Proficiency discernment and recognition of genres and language of publication.
Professional writing skills, promotional pitch,
Set a target of advertising and manage vendors during a campaign.*

Attendance requirements(%):

80

Teaching arrangement and method of instruction: lectures combined with current examples from publication

Course/Module Content:

*Review- advertising world
Marketing communications and advertising
A brand and its role on marketing communications
Differentiation as a basis for effective marketing communication
Positioning and role in brand building and advertising
Advertising pitch*

planing and what is
Advertising strategy
breaif: strategic analysis as a condition for publication efficient
Media planning
Language of advertising
Measuring the impact of advertising
Advertising Budget
Impact of advertising on consumer

Required Reading:

קוטלר.פ, קלר.ק, הורניק.י (2012) ניהול השיווק. האוניברסיטה הפתוחה, כרך א', כרך ב'. כרך א'
עמודים 338 עד 340, כרך א' 632 עד 636, כרך א' 308 עד 316, כרך ב' עמודים 649 עד 652,
כרך א' עמודים 369 עד 372

פורטר, מייקל (2000) על תחרות, מטר המרכז הישראלי לניהול, תל-אביב

עמודים 49 עד 77

אתרי תוכן למעקב שוטף :

אתר העיתון *MARKER THE* - מדור פרסום ומדיה, אתר גלובס - מדור שיווק ומדיה
אתר *ICE*, אתר כלכליסט, פורום שיווק.

Additional Reading Material:

Additional references will be given during the semester

It is recommended to follow on a regular basis business site such as Globes Calcalist
and The Marker

Course/Module evaluation:

End of year written/oral examination 100 %

Presentation 0 %

Participation in Tutorials 0 %

Project work 0 %

Assignments 0 %

Reports 0 %

Research project 0 %

Quizzes 0 %

Other 0 %

Additional information:

Final exam 100%