

Title: Digital Advertising
Code: DMC-306
Semester: 5th
Rating: 3 Credit Hours

DMC-306: Digital Advertising

3 Cr. Hrs

Course Description:

This is an introductory course on digital advertising. The course will introduce the students to the fundamental course in theory and practices of advertising. The course will develop the aptitude of students and make them inquest to learn more in huger courses.

Learning Outcomes:

The student will be able to

- Introduce the students to the creative and strategic world of advertising.
- Develop their basic skills in creative process involved in the fields.
- Make their place in digital advertising agencies

Course Contents:

Digital Advertising

1. Basic concept & Fundamentals of advertising
2. Structure, functions and business model of advertising agency
3. Integrated marketing communication
4. The Creative Brief
5. Setting Objectives
6. Targeting Fundamentals
7. Positioning
8. Execution
9. Evaluation and Measurement
10. Advertising on digital media platforms
11. What is digital strategy

Teaching Learning Strategies:

1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assignments:

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

