Course Title: **MARKETING (Digital)**
Course Code: BFAGD-212

Credit Hours: 2 (1+1)
Course Outline:

To provide students with basic understanding of latest marketing methodologies in reference to advertising design

Course Objectives: • To Explore the field of Marketing, Social Media and Advertising • Create an e-portfolio
Course Outcomes: Students should be able to analyze and position/ launch their campaign in terms of need in the market
Course Contents: • Introduction of advertising. • Communication process and phases. • Swot analysis. • Advertising and consumer behavior (consumer buying behavior). • Advertising and marketing mix. • Advertising research. • Marketing (definitions and introduction). • E-marketing and communication. • Interactive, direct mail and out of home media. • Product (product mix, product life cycle, positioning, differentiation) • Segmentation. • Pricing. • Guerilla Advertising / Ambient Advertising • Ambush Marketing • Buzz marketing/viral marketing • Grassroots marketing • The add agencies and advertising and communication industry (structure of ad agency). Field trips to advertising agencies, or marketing firms can enrich the learning experience.
Recommended Books 1. David Dabner. (2023). *Marketing for Graphic Designers: A Strategic Guide to Getting and Keeping Clients'*, Laurence King Publishing. 2. Chip Heath and Dan Heath (2007) *Made to Stick: Why Some Ideas Survive and Others Die* , Random House 3. Roger Martin (2009) *The Design of Business: Why Design Thinking is the Next Competitive Advantage*, Harvard Business Review Press. 4. David Meerman Scott and Brian Halligan (2004) *Marketing Lessons from the Grateful Dead: What Every Business Can Learn from the World's Most Beloved Band*, Harvard Business School Press. 5. Al Ries and Jack Trout (2001) *Positioning: The Battle for Your Mind*, McGraw-Hill.