

Course Specification

(Bachelor)

Course Title: Photography and Video Ads Creation

Course Code: 2343- EMKT

Program: E-Marketing (intermediate diploma)

Department: Computer and Information systems Unit

College: Applied College

Institution: King Khalid University

Version: 4

Last Revision Date: April 2024

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A. General information about the course:

1. Course Identification

1. Credit hours: (3 Hours...)

2. Course type

- A. University College Department Track Others
- B. Required Elective

3. Level/year at which this course is offered: (4th Level / 2nd Year)

4. Course general Description:

The digital approach to advertising has been reported as a key factor in the growth of business and Industry. In this course, the students will learn how to leverage images and video in advertising for business and Industry.

5. Pre-requirements for this course (if any):

EMKT 1342

6. Co-requisites for this course (if any):

N/A

7. Course Main Objective(s):

1. To Understand the power of social media in marketing advertising.
2. To Provide photography and video editing and creating animated content.
3. Aims to Understanding and Creating Amazon Ads.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	-	-
2	E-learning	-	-
3	Hybrid	45	100%
	• Traditional classroom	31	70%
	• E-learning	14	30%
4	Distance learning	-	-

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3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	35
2.	Laboratory/Studio	10
3.	Field	
4.	Tutorial	
5.	Others (specify)	
Total		45

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Define leverage images and video in advertising.	k1	Lecture	Quiz/assignments
1.2	Understand the Amazon Ads.	K2	Lecture	Quiz/assignments
1.3	Describe Sponsored Products Ads Campaigns.	K3	Lecture	Quiz/assignments
2.0	Skills			
2.1	Justify the Format Types and requirements of photos, Video, and Graphics.	S1	Lab	Assignments
2.2	Compare different types of Sponsored Products Ads Campaigns.	S2	Lab	Assignments
2.3	Compose Photography and Video Ads	S3	Lab	Assignments
3.0	Values, autonomy, and responsibility			
3.1	Use photoshop to practice theoretical concepts	v1	Lab	Assignments
3.2	Use OpenGL, MATLAB & Macromedia Flash to practice theoretical concepts	V3	Lab	Assignments
	Use the impact of multimedia including graphics dissemination with effective skills	V3	Lab	Assignments

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C. Course Content

No	List of Topics	Contact Hours
1.	Introduction to the power of social media (such as LinkedIn, Facebook, and Twitter, Instagram, Pinterest, etc...) in marketing	3
2.	Understand Format Types (Graphic requirements, Photos in the posts, Social network icon rules, Video requirements, Link requirements)	3
3.	Create Image/Video for Advertising	6
4.	Creating animated content	6
5.	Understanding Amazon Ads and the formats (Sponsored Products Ads, Brands Ads, and lock screen Ads)	3
6.	Sponsored Products Amazon Ads Campaigns (Automatic Targeting, Keyword Targeting, Product and Category Targeting, Sponsored Brands Targeting, lockscreen Targeting)	3
7.	Key Metrics and Optimization (Amazon Dashboard and Ads Optimization)	3
8.	Revision	٣
9.	LAB Topics	
10.	Introduction to Photoshop	2
11.	Image and color basics	2
12.	Layers	2
13.	Image adjustments	2
14.	Video and animation	4
15.	Filters and effects	2
16.	3D and technical imaging	2
17.	Color Management	2
Total		60

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Course Project, Assignments, Quizzes	2 to 13	10%
2.	Midterm Exam	8	20%
3.	Lab Practical Assessments – Assignments, Exams, Quizzes, . . . etc.)	2-13	30%
4.	Revision	14	
5.	Final Exam	16	40%
6.	Total		100%

* Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

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E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	<ol style="list-style-type: none"> Advertising by Design: Generating and Designing Creative Ideas Across Media, by: Robin Landa. ISBN-13: 978-1118971055
Supportive References	<ol style="list-style-type: none"> Ultimate Guide to Social Media Marketing. By Eric Butow, Jenn Herman, Stephanie Liu, Amanda Robinson, and Mike Allton. ISBN: 9781613084328 A-Z GUIDE TO AMAZON ADVERTISING: A practical in-depth guide by Mr. Prabhat Shah ISBN-13 : 978-1071095690 The 7 Day Authors Guide to Amazon Ads by Matthew J Holmes ISBN: 9798704501695.
Electronic Materials	<ol style="list-style-type: none"> https://learningconsole.amazonadvertising.com/student/catalog/list?category_ids=335-get-started https://helpx.adobe.com/pdf/photoshop_reference.pdf
Other Learning Materials	

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	A lecture hall that can accommodate 40 students, equipped with a Smart Board and Data Show
Technology equipment (projector, smart board, software)	Adobe Photoshop Amazon free Access of resources
Other equipment (depending on the nature of the specialty)	Open Access of Internet

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Indirect
Effectiveness of Students assessment	Course Teacher	Direct
Quality of learning resources	HOD, Quality Unit	Direct/ Indirect
The extent to which CLOs have been achieved	Course Teacher	Direct
Other	-	--

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ASSESSORS (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))



Assessment Methods (Direct, Indirect)

G. Specification Approval

لجنة الخطط والمناهج بالكلية التطبيقية	جهة الاعتماد
٤٥/٥/١	رقم الجلسة
١٤٤٥/١٢/٣ هـ	تاريخ الجلسة

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