



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Project (Spring 2021)

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Section

Master

Date

Thursday

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Course Code

(PMG506)

Advanced project Management

Instructions:

- اخر موعد للتسليم هو يوم الخميس 2021-05-20 في تمام الساعة ٩ مساءً.
- الإجابة متاحة باللغة الإنجليزية أو اللغة العربية مع مراعاة أن تكون المصطلحات العلمية باللغة الانجليزية.
- يتم تسليم المشروع في صيغة ملف pdf مع الالتزام نموذج الجامعة ولن تقبل أي مستندات أخرى.
- يجب مراعاة أقسام البحث الرئيسية (مقدمة Introduction، دراسات علمية سابقة Literature Review، طريقة البحث Methodology، النتائج والمناقشة Results and Discussion، وأخيراً المراجع References. وان كان هناك ملحقات Appendices يتم إضافتها)
- يجب الالتزام بـ Theme موحد كما يلي:
- حجم الخط 12.
- نوع الخط Arial.
- لون الخط أسود.
- المسافة بين الأسطر line spacing 1.5
- عدد صفحات البحث (لا يقل عن ثلاث صفحات ولا يزيد عن ست صفحات).

Instructor's Name: Eng. Dr. Akram M. S. Ali

Project:

You are required to document your role in administering a project. The project may be set in a business, social, sporting, or family environment but must be of a significant size and scale. If you do not have an actual project to write about you may complete the project hypothetically. **This report will be between three to six pages in length.** This is a significant research project.

Your report must address one of the following issues:

1. Identify and describe the purpose, scope, and objectives of the project. **Display this information using an appropriate tool.**
2. Describe how the team is given an outline of the project.
3. Describe the strategies that are going to be set up to maintain communication with the team members.
4. Describe the tools that are going to be used to monitor the goals, time frames or milestones.
5. Identify project milestones and activities. **Display this information using an appropriate tool.**
6. Create a budget and link the costs to the key milestones for a project.
7. Describe how you are going to divide tasks and resources amongst a project team. **Display this information using an appropriate tool.**
8. Briefly describe how the progress will be monitored.
9. How are current project records maintained? Who has responsibility for this? provide some recommendations on how this process could be improved.
10. Describe the current procedure for finalizing projects. Create your own procedure and identify how you will evaluate the success of the project.
11. Legislation that may affect the project including health and safety, and anti-discrimination legislation.

Best of luck...

المشروع:

مطلوب منك توثيق دورك في إدارة مشروع. قد يتم تعيين المشروع في بيئة تجارية أو اجتماعية أو رياضية أو عائلية ولكن يجب أن يكون بحجم مناسب. إذا لم يكن لديك مشروع فعلي لتكتب عنه ، فيمكنك إكمال المشروع افتراضياً. سيتمكنون هذا التقرير من ثلاث إلى ست صفحات .

يجب أن يعالج تقريرك كل من القضايا التالية:

1. تحديد ووصف الغرض والنطاق والأهداف من المشروع. اعرض هذه المعلومات باستخدام أداة مناسبة.
2. صف كيف يتم إعطاء الفريق مخططاً تفصيلياً للمشروع.
3. وصف الاستراتيجيات التي سيتم وضعها للحفاظ على التواصل مع أعضاء الفريق.
4. صف الأدوات التي سيتم استخدامها لرصد الأهداف أو الأطر الزمنية أو المعالم.
5. تحديد معالم المشروع والأنشطة. اعرض هذه المعلومات باستخدام أداة مناسبة.
6. إنشاء ميزانية وربط التكاليف بالمعالم الرئيسية للمشروع.
7. صف كيف ستقوم بتقسيم المهام والموارد بين فريق المشروع. اعرض هذه المعلومات باستخدام أداة مناسبة.
8. صف بإيجاز كيف سيتم رصد التقدم.
9. كيف يتم الاحتفاظ بسجلات المشروع الحالية؟ من المسؤول عن هذا؟ تقديم بعض التوصيات حول كيفية تحسين هذه العملية.
10. وصف الإجراء الحالي لإنهاء المشاريع. قم بإنشاء الإجراء الخاص بك وحدد كيفية تقييم نجاح المشروع.
11. التشريعات التي قد تؤثر على المشروع بما في ذلك الصحة والسلامة ، وتشريعات مكافحة التمييز.

مع تمنياتي بالتوفيق..

Describe the strategies that are going to be set up to maintain communication with the team members.

Name of the Project: Launching an advertising agency in Dammam – Saudi Arabia

INTRODUCTION

Every business needs to advertise itself and spread the word to new customers if it wants to keep growing. Many companies, including small businesses, rely on the expertise of advertising agencies to help them create and execute effective marketing strategies. In the era of digital marketing, ad agencies conduct their business and provide services primarily online, making them both low-cost and COVID-friendly. There are nearly 14,000 established advertising agencies in the United States, and they are projected to generate more than \$45 billion in revenue by the end of 2020, according to a report from Statista. It's not hard to see why this startup path is so attractive: It's relatively easy to launch and has the potential for a big payoff. Low overhead and startup costs. Many agencies operate remotely, so they don't need to invest in a brick-and-mortar office space. In most cases, your only startup costs will be technology equipment (hardware and software), internet service and any applicable business registration. You don't need a big team to get started, either; you can run the business and execute a lot of the deliverables yourself in the beginning to save money on salaries and wages. Large potential client base. Thanks to digital tools, ad agencies can serve clients anywhere in the world, if they so choose. Although the marketing industry is crowded, there are a lot of opportunities to carve out a niche by catering to specific types of businesses, such as restaurants, salons, medical practices or law firms. Low barrier to entry. You don't need years of marketing experience to start a digital advertising agency, because the industry is constantly changing. With a baseline knowledge of content marketing and social media, plus a willingness to learn new and emerging platforms, you can make a name for yourself as a professional advertiser.

Scalability. With a robust team of affordable freelancers and contractors, your agency can scale up quickly and offer full-service marketing campaigns with copywriting, social media, email marketing, graphic design, SEO and more [1].

LITERATURE REVIEW

Although interactive advertising is not new, its scale, scope and immediacy has increased substantially with the diffusion of new technologies such as the Internet. The growth of interactive advertising highlights the role of the consumer in determining the effects and effectiveness of advertising, while challenging traditional assumptions about how advertising works. The active role of the consumer in determining the effects of advertising has important implications for how the effects and effectiveness of advertising are measured and how various measures are interpreted. The present paper offers a discussion of these issues and compares and contrasts traditional notions regarding the measurement of advertising effects with notions that recognize the active role of the consumer in interacting with advertising and the advertiser. Implications for future research are discussed [2].

This study measures the degree of advertising effectiveness in previous advertising research studies. By analyzing 324 meta-analytic effect sizes taken from 44 meta-analyses that included more than 1,700 primary studies with more than 2.4 million subjects, the meta-meta-analytic effect size of .2 shows that advertising is effective. The findings differ across advertising inputs and outcomes, and identify different hierarchies of effects due to different underlying processes. The source primarily influences attitudes and behavior due to an acceptability–inference process; the message influences cognitions and emotions due to an emotion–cognition process; strategies foster processing and effects on memory due to a retrieval process; and receiver characteristics primarily influence attitudes, cognitions, and emotions due to a sense-making process. These findings provide quantitative evidence for the effectiveness of advertising and major advertising tools, provide empirical generalizations for researchers and practitioners, and suggest a new contingency for the applicability of hierarchy of effects models [3].

METHODOLOGY

I developed questionnaire in this study, it was a self-administered one and designed in 5-scale format from extremely agree to extremely disagree. Each of the indicators was used as one question of the questionnaire and was administered to owners of e-business to be confirmed in the area of entrepreneurship. The printed questionnaire was administered and distributed. From among 100 questionnaires sent, 84 were completed and returned and the response rate were documented and analyzed.

RESULTS AND DISCUSSION

The study found out that the advertising effectiveness of traditional and interactive advertising should be measured in a different way, or in another word, part of the traditional measures could be used, but the new measures should be add-on. Since the inherent limitation of the cross-sectional method, it is suggested to increase the sampling selection and adoption of other factors for the future research. Advertising is the best way to communicate to the customers. Advertising helps informs the customers about the brands available in the market and the variety of products useful to them. Advertising is for everybody including kids, young and old. It is done using various media types, with different techniques and methods most suited. Advertising plays a very important role in today's age of competition. Advertising is one thing which has become a necessity for everybody in today's day to day life, be it the producer, the traders, or the customer. Advertising is an important part. Advertising is important for the customers as it plays a very important role in customers life. Customers are the people who buy the product only after they are made aware of the products available in the market. If the product is not advertised, no customer will come to know what products are available and will not buy the product even if the product was for their benefit. One more thing is that advertising helps people find the best products for themselves, their kids, and their family. When they come to know about the range of products, they are able to compare the products and buy so that they get what they desire after spending their valuable money. Thus, advertising is important for the customers. Advertising helps increasing sales and helps producers or the companies to know their competitors and plan accordingly to meet up the level of competition.

If any company wants to introduce or launch a new product in the market, advertising will make a ground for the product. Advertising helps making people aware of the new product so that the consumers come and try the product. Advertising is important for the society; it helps educating people.

Describe the strategies that are going to be set up to maintain communication with the team members.

- Use technology to facilitate communication

it doesn't matter if your team is always together in person or has the option to work remotely, having the right communication tools should be a crucial part of your strategy (and it'll help with general team building too). Workplace chat gives your coworkers more opportunities to connect. The right internal communications platform will make it easy to create an environment where people are following up with each other proactively, sharing ideas, and consistently staying on top of tasks and projects. And, as more and more companies move to remote work arrangements, it's always helpful to have digital communications as an option.

- Create an open environment

When you create an open communication environment, team members aren't afraid to speak up (and take accountability) if something goes wrong, suggest out-of-the-box ideas, and be honest about what's working and what's not. (Plus it probably helps with employee retention too.) In short, all of the things that make for an innovative, effective, agile company? They stem from open communication. Whether you have just a few team members or a quickly growing staff, there are ways to be intentional about creating a judgment-free environment that encourages free-flowing conversation. An open environment is easiest to achieve from the top down, since management will be able to promote and model the kind of openness you're striving for. Usually, it's lower-level staff that have the hardest time speaking up. Sometimes, it's because they lack confidence or they might just be newer to the company.

- Provide formal and informal opportunities for feedback

Speaking of feedback, one of the best indicators to employees that you truly have open communication in the workplace is showing that you want (and will listen to) their feedback. There are a lot of employee engagement apps that offer a way for you to formalize the feedback process, and they're great for building feedback into the routine at your company. Apps like 15Five allow you to gather feedback on a weekly basis, which goes straight from employees to their managers. Feedback apps are awesome for getting team members to open up a bit or for gathering quantitative data from the entire team. But don't underestimate the importance of informal feedback, too.

- Get specific with tasks and instructions

When a task is done wrong, too slowly, or only partially completed, it's not only frustrating—it can lead to project delays too. But it's also usually the fault of the task assigner as much as the task doer. One important communication technique is to get specific about tasks and projects so that all parties understand what needs to be done, how it should be completed, and how it fits into the larger project or company goals.

- Celebrate achievements and milestones

For truly effective communication in your business, feedback shouldn't just flow one way. Just as management values feedback that makes the company better, your employees should also value feedback that helps them learn and grow. That's why it's so important to celebrate achievements and milestones across the company. There are advantages to celebrating achievements and milestones on both individual and team levels. When you tell someone, they did a good job on a certain task or project, you're improving employee morale and reinforcing positive behavior. When you celebrate the work of a team or even the whole company, you reinforce shared goals and create a strong team connection. Make a point to share positive reinforcement in both formal and informal ways. You can bring up a job well done in a quarterly review, for instance, but you can also just mention it in the hallway or a team chat.

Communication strategies for small businesses

Business communication in the workplace might sound straightforward (“just talk to each other!”), but it’s about so much more than having a chat. Not everyone communicates the same way. You need to be intentional and use the right strategies that provide diverse opportunities for both formal and informal communications across the company. By employing communications strategies that foster open communication and collaboration, you can build a company full of employees who are engaged, efficient, and innovative. And that’s the kind of team that makes a company successful.

At the end of my report, I concluded that strategies to improve communications include:

- Close the communications gap around business benefits.
- Tailor communications to different stakeholder groups.
- Acknowledge the value of project management, including project management communications.
- Use standardized project communications practices, and use them effectively.

REFERENCES

[1] Article: Launching an advertising agency is a low-cost way to enter the world of entrepreneurship, Sean Peek, business.com Contributing Writer, Updated Sep 15, 2020

[2] Measuring the Effects and Effectiveness of Interactive AdvertisingA Research Agenda, Paul A. Pavlou &David W. Stewart Pages 61-77 | Published online: 01 Jul 2013 <https://doi.org/10.1080/15252019.2000.10722044>

[3] The Effectiveness of Advertising: A Meta-Meta-Analysis of Advertising Inputs and Outcomes Martin Eisend &Farid Tarrahi, Pages 519-531 | Published online: 25 May 2016

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