Course Syllabus

1	Course title	Advanced Marketing Management
2	Course number	1604703
3	Credit hours	3
	Contact hours (theory, practical)	
4	Prerequisites/corequisites	
5	Program title	MBA/Marketing
6	Program code	
7	Awarding institution	
8	School	Business
9	Department	Marketing
10	Course level	2
11	Year of study and semester (s)	2022/2023 First
12	Other department (s) involved in teaching the course	
13	Main teaching language	English
14	Delivery method	Face to face learning xBlended ☐Fully online
15	Online platforms(s)	xMoodle xMicrosoft Teams ☐Skype ☐Zoom ☐Others…………
16	Issuing/Revision Date	

17 Course Coordinator:

Name: Rami Mohammad Al-dweeri	Contact hours: 10:00-11:00
Office number:	Phone number:
Email: r.dweeri@ju.edu.jo	

18 Other instructors:

Name:
Office number:
Phone number:
Email:
Contact hours:
Name:
Office number:
Phone number:
Email:
Contact hours:

19 Course Description:

Marketing as a process is more than dealing with its main activities such as product development, pricing, placing and communication with customers separately, but to get involved in marketing decisions to harmonize the organization's objectives, capabilities and resources with the needs and opportunities of the marketplace. The course will focus on adopting the philosophy of learning instead of teaching, and students will work in conjunction with their instructor as partners. The course is implemented through designed projects and assignments to develop student's skills and abilities to analyze articulate and innovate ideas.

20 Course aims and outcomes:

A- Aims:

B- Students Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

SLOs / SLOs of the course	SLO (1)	SLO (2)	SLO (3)	SLO (4)
To understand the difference between traditional marketing and digital marketing with its mix	X			
To evaluate the importance of different customer experience stages within the digital marketing arena	X		X	X
To develop an understanding of customer interface with the focus on the 7cs			X	X
To Understand the process of building electronic customer relationship	X	X		
To evaluate the use of different use of online marketing communications	X	X	X	X

21. Topic Outline and Schedule:

Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
1	1.1	Defining Marketing for the New Realties	1	Face to Face				
	1.2							
	1.3							
2	2.1	Defining Marketing for the New Realties	1	Face to Face				
	2.2							
	2.3							
3	3.1	Developing Marketing Strategies and Plans	2	Face to Face				
	3.2							
	3.3							
4	4.1	Collecting Information and Forecasting Demand.		Online				
	4.2							
	4.3							
5	5.1	Conducting Marketing Research	3					
	5.2							

	5.3							
6	6.1	Conducting Marketing Research	4	**Face to Face**				
	6.2							
	6.3							
7	7.1	Creating Long-term Loyalty Relationship	5	**Face to Face**				
	7.2							
	7.3							
8	8.1	Analyzing Consumer Markets	5	Online				
	8.2							
	8.3							
9	9.1	Analyzing Consumer Markets	5	**Face to Face**				
	9.2							
	9.3							
10	10.1	Analyzing Business Markets.	5	Online				
	10.2							
	10.3							
11	11.1	Tapping into Global Markets.	5	Online				
	11.2							

	11.3								
12	12.1	Identifying Market Segments and Targets	5	**Face to Face**					
	12.2								
	12.3								
13	13.1	Identifying Market Segments and Targets	5	**Face to Face**					
	13.2								
	13.3								
14	14.1	Crafting the Brand Positioning	5	**Face to Face**					
	14.2								
	14.3								
15	15.1	Presentation	5	**Face to Face**					
	15.2								
	15.3								

22 Evaluation Methods:

Opportunities to demonstrate achievement of the SLOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	SLOs	Period (Week)	Platform
Midterm exam	30			8	
Project	20			13	
Assignments	5				Models
Participation	5				

Final Exam	40			16	

23 Course Requirements

(e.g: students should have a computer, internet connection, webcam, account on a specific software/platform…etc):

24 Course Policies:

A- Attendance policies:

Students are not allowed to miss more than 15% of the classes during the semester. Failing to meet this requirement will be dealt with according to the university disciplinary rules.

B- Absences from exams and submitting assignments on time:

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy:

F- Available university services that support achievement in the course:

25 References:

A- Required book(s), assigned reading and audio-visuals:

Marketing Management, 12th edition. Philip Kotler & Kevin Lane Keller. 2016

B- Recommended books, materials, and media:

26 Additional information:

Name of Course Coordinator: Dr. Rami Mohammad Al-dweeri Signature: ---------------------- Date: --------------------
Head of Curriculum Committee/Department: --------------------------- Signature: --------------------------------
Head of Department: -- Signature: ---------------------------
Head of Curriculum Committee/Faculty: -------------------------------------- Signature: -------------------------
Dean: -- Signature: ---