

## Course Syllabus

1	Course title	Promotion strategy	
2	Course number	1604727	
3	Credit hours	3	3
	Contact hours (theory, practical)	3	
4	Prerequisites/corequisites	0	
5	Program title	MASTER IN BUSINESS ADMINISTRATION/ MARKETING SPECIALIZATION	
6	Program code	04	
7	Awarding institution	Jordan University	
8	School	Business	
9	Department	Marketing	
10	Course level	masters	
11	Year of study and semester (s)	2021-2022	
12	Other department (s) involved in teaching the course	N/A	
13	Main teaching language	English	
14	Delivery method	<input checked="" type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online	
15	Online platforms(s)	<input checked="" type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....	
16	Issuing/Revision Date	21/10/2021	

### 17 Course Coordinator:

Name:	Zainah Qasem	Contact hours:	12.00-1.00 all eek days
Office number:		Phone number:	24250
Email:	z.qasem@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:

As stated in the approved study plan.

This course will focus on how various areas and dimensions of promotion would fit in the marketing mix in an independent and integrated way. Through exploring the main activities students should be aware of topics such as brand management, advertising management, advertising design, traditional media channels, database, digital and social media marketing, alternative marketing, direct response marketing and personal marketing, sales promotion, public relations and sponsorship programs.

Instructor of the course will adopt 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:

The objective of the course is to help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning. Topics: the role of integrated marketing communications, organizing for advertising and promotion, consumer behavior perspective, the communication process, promotional objectives and budgets, creative strategy, media planning and strategy, broadcast/print & support media, direct marketing, sales promotions, PR and publicity, personal selling, international promotion, business-to-business promotions, and regulations and ethics.

#### B- Intended Learning Outcomes (ILOs):

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

- 1- Become more familiar with the latest in promotion theory and practice
- 2- Relate functional areas of promotion to the rest of marketing mix and activities
- 3- Analyze promotional problems and business issues to reach reasonable solutions
- 4- Help students to retain ideas and tools that allow them to apply promotional concepts to real life situations.
- 5- Use modern electronic techniques and the use of social media communication in promotion activities and marketing.
- 6- Enhance students' abilities in practicing what they learn, test their understanding of the course through pursuing a personalized project that helps them better absorb course material.

#### C-Program Learning Outcomes (PLOs)

- 1-Define, describe, and discuss the main concepts of the business environment and the role of Marketing in this environment.
- 2-Develop advanced problem solving and analytical skills through exposure to real-life case studies.
- 3- Assess business contemporary issues to reflect business ethics and corporate social responsibility.

- 4-Conduct and Utilize scientific marketing research and statistical analysis skills to find relationships between marketing variables.
- 5-Examine and Evaluate consumer behavior in online and offline contexts.
- 6-Formulate an integrative marketing strategy through the application of multidisciplinary knowledge.
- 7-Utilize knowledge of the product, price, place and promotion essentials in developing in marketing plans.
- 10-Write a thesis to an academic standard that contributes to further knowledge and understanding in a related specialized field. (Thesis track)
- 11-Write a research proposal to an academic standard that expands knowledge a related specialized field.

### B- Students Learning Outcomes (SLOs):

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

SLOs	SLO (1)	SLO (2)	SLO (3)	SLO (4)	SLO (5)	SLO (6)	SLO (7)
SLOs of the course							
1	x						
2							x
3				x			
4							
5			3				
6		2					

### 21. Topic Outline and Schedule:

Week	Lecture	Topic	Teaching Methods*/platform	Evaluation Methods**	References
1	1	Overview of integrated marketing communications	Face to face	Excise/Exam/Project	
2	2	Segmentation, Targeting, and positioning	Face to face	Excise/Exam/Project	
3	3	The communication process and consumer behavior	Face to face	Excise/Exam/Project	

4	4	The role of persuasion in integrated marketing communication	Face to face	Excise/Exam/Project	
5	5	Objective setting and budgeting Effective and creative ad messages	Face to face	Excise/Exam/Project	
6	6	Effective and creative ad messages	Face to face	Excise/Exam/Project	
				Excise/Exam/Project	
				Excise/Exam/Project	
7	7	Endorsers and message appeals	Face to face	Excise/Exam/Project	
				Excise/Exam/Project	
				Excise/Exam/Project	
8	8	Online and mobile marketing Social media	Face to face	Excise/Exam/Project	
				Excise/Exam/Project	
				Excise/Exam/Project	
9	9	Online and mobile marketing Social media	Face to face	Excise/Exam/Project	
				Excise/Exam/Project	
				Excise/Exam/Project	
10	10	Media Planning	Face to face	Excise/Exam/Project	
11	11	Sales promotion (Ch18+19)	Face to face		
12	12	Public relations			

13		Personal selling	Face to face		
14		Project	Face to face	Rubric	
				Rubric	
				Rubric	
15		project	Face to face	Rubric	
				Rubric	
				Rubric	

## 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	
Final Exam	40			16	
Project presentation	25			12	
Class work and exercises	5				

## 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 must attend at least 85% of lectures

B- Absences from exams and submitting assignments on time: following JU roles and regulations

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior: following JU roles and regulations

E- Grading policy: following JU roles and regulations

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

#### **25 References:**

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

Available on e-learning

B- Recommended books, materials and media:

Integrated Marketing Communication in Advertising and Promotion, Shimp, 8th edition



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## 26 Additional information:

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Name of Course Coordinator: ---Zainah Qasem-----Signature: ----- Date: ---21/10/2021
Head of Curriculum Committee/Department: -- Zainah Qasem ----- Signature: ----- -----
Head of Department: ----- Zainah Qasem ----- Signature: ----- -----
Head of Curriculum Committee/Faculty: ----- Signature: ----- -
Dean: ----- Signature: -----