



Course Syllabus

1	Course title	Special topics in Marketing	
2	Course number	1604780	
3	Credit hours	3	
	Contact hours (theory, practical)	3	
4	Prerequisites/corequisites	0	
5	Program title	Marketing	
6	Program code	07	
7	Awarding institution	Jordan University	
8	School	Business	
9	Department	Marketing	
10	Course level	2 nd year	
11	Year of study and semester (s)	First semester 2021-2022	
12	Other department (s) involved in teaching the course	None	
13	Main teaching language	English	
14	Delivery method	xFace to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online	
15	Online platforms(s)	<input type="checkbox"/> Moodle <input type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....	
16	Issuing/Revision Date	10-15-2021	

17 Course Coordinator:

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Contact hours: 4-5

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**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 introduces students to the latest trends and issues in marketing using the latest articles on a number of selected topics.

20 Course aims and outcomes:

A- Aims:

This course will give an overview of some contemporary issues in marketing mainly the literature dealing with customer misbehavior.

B- Intended Learning Outcomes (ILOs):

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

- 1- to give students an opportunity to build a larger scope of vision to various areas and topic in Marketing.
- 2- To enable students to have broader line of awareness of the newly viable topics taking place in marketing profession
- 3- To have students aware of the importance of non-market activities that affect the market activities such as social responsibility, ethics, legal, and environmental issues.

SLOs SLOs of the course	SLO (1)	SLO (2)	SLO (3)	SL O (4)	SLO (5)	SLO (6)	SLO (7)	SLO (8)		
1	x		x	x						
2	x		X	x						
3	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.	Chapter (1) introduction to consumer misbehavior	1,2,3	Face to face	In class			
2	2	Chapter (2) controlling consumer misbehavior	1,2,3	Face to face	In class			
Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
3	3	Chapter (3) shoplifting	1,2,3	Face to face	In class			
4	4	Chapter (4) complaining behavior	1,2,3	Face to face	In class			
5	5	Chapter (5) returnaholics	1,2,3	Face to face	In class			
6	6	Chapter (6) counterfeiting	1,2,3	Face to face	In class			

7	7	Chapter (7) revenge behavior	1,2,3	Face to face	In class			
			1,2,3					
8	8	Chapter (8) piracy	1,2,3	Face to face	In class			
9	13	Project presentation	1,2,3	Face to face	In class			
10	14	Project presentation	1,2,3	Face to face	In class			
11	15	Project presentation	1,2,3	Face to face	In class			

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	Chapters 1,2,3	1,2,3	8	In class
Final Exam	40	All chapters	1,2,3	16	In class

Project presentation	20		1,2,3	14	In class
Class work and exercises	10				In class

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 the elearning

Journal of Marketing

Journal of Consumer Marketing

Journal of International Marketing

The Wall Street Journal

Fortune

The Economist

Business Week

Harvard Business Review

Business Review Weekly

B- Recommended books, materials, and media:

26 Additional information:



Name of Course Coordinator: --Mohammad obeidat-----Signature: -- mohammadob----- Date: ---15-10-2021-----
Head of Curriculum Committee/Department: ----- Signature: ----- ---
Head of Department: ----- Signature: ----- -
Head of Curriculum Committee/Faculty: ----- Signature: ----- -
Dean: ----- Signature: -----