

## Course Syllabus

1	Course title	Marketing strategy	
2	Course number	1604725	
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.

The course is an integration of all marketing elements in a strategic planning framework. It emphasizes areas of strategic importance, especially those that have significant implications and relevance for marketing policy decisions in competitive situations. You will develop skills in creating and evaluating marketing plans, strategies, and implementation programs so that you will be better prepared to manage the marketing problems you will encounter in your profession. As part of the course requirements, you will prepare marketing cases for class discussion, conduct environmental, competitive, and customer analyses, and develop several strategic marketing plans. The course also makes extensive use of team-based assignments and active class discussion.



## **20 Course aims and outcomes:**

#### A- Aims:

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

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

- 1- Acquire an understanding of the dynamic nature of today's environment and its influence on the marketing activities
- 2- Develop an understanding of the various components of the marketing plan
- 3- Develop an understanding and skill in conducting a situational analysis
- 4- Develop an understanding and skill in conducting a swot analysis
- 5- Develop an understanding of how to build the 4 ps strategy
- 6- Develop an understanding of the importance of the implementation process in the marketing plan success
- 7- Acquire the skill to develop a marketing plan

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

- Examine current concepts of the Marketing role in business organizations and society, and explain the marketing principles in relation to the product, price, promotion and distribution functions.
- 2- Describe the theories and concepts in the field of digital Marketing.
- 3-Identify ethical issues in marketing context and critically discuss ethical reasoning to Marketing and business circumstances.
- 4-Utilize applicable central models and theories that relate to consumer behavior and marketing in the online and offline to research and analyze contemporary issues in Marketing.
- 5- Utilize critical thinking and problem solving to analyze business environment and develop marketing strategies based on product, price, place and promotion objectives in different Market segments.

6-Apply the marketing research process to collect, process, and analyze a range of data in order to provide solutions to marketing problems, and prepare oral presentation to professional standards.

7-Appreciate the global nature of marketing and appropriate measures to operate effectively in international settings.

8-Work efficiently within teams -to accomplish marketing projects

### 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			x			
2	x			x		x	
3	x						
4	x			x			
5	x			x			
6	x			x			
7	x			x			

### 21. Topic Outline and Schedule:

Week	Lecture	Topic	Teaching Methods*/platform	Evaluation Methods**	References
1	1	Marketing Strategy: Marketing in today's economy	Face to face	Excise/Exam/Project	
2	2	Strategic Marketing Planning	Face to face	Excise/Exam/Project	
3	3	Collecting/Analyzing Marketing Information	Face to face	Excise/Exam/Project	
4	4		Face to face		

		Collecting/Analyzing Marketing Information		Excise/Exam/Project	
5	5	Developing Competitive Advantage and Strategic Focus	Face to face	Excise/Exam/Project	
6	6	Developing Competitive Advantage and Strategic Focus	Face to face	Excise/Exam/Project	
7	7	Customers, Segmentation and Target Marketing	Face to face	Excise/Exam/Project	
8	8	the marketing program	Face to face	Excise/Exam/Project	
9	9	the marketing program	Face to face	Excise/Exam/Project	
10	10	Branding and Positioning	Face to face	Excise/Exam/Project	
11	11	Branding and Positioning	Face to face		
12	12	Ethics and Social Responsibility in Marketing Strategy			

13		Implementation and control	Face to face		
14		Developing and Maintaining Long-Term Customer Relationships	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

## 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: -----