



The University of Jordan

Accreditation & Quality Assurance Center

Program Specifications

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| 1 | Program Title | <i>Master In Business Administration/ Marketing</i> |
| 2 | Program Code | <i>04</i> |
| 3 | Awarding Institution | <i>Jordan University/ Business school</i> |
| 4 | Level of Study | <i>MBA</i> |
| 5 | Final Qualification | <i>MBA /Marketing (taught path and thesis path)</i> |
| 6 | Faculty | <i>Business school</i> |
| 7 | Department | <i>Marketing</i> |
| 8 | Other Department(s) involved in teaching the program | <i>Business administration /accounting/finance/MIS/business economic/public administration</i> |
| 9 | Mode of Attendance(e.g., full time) | <i>Full time</i> |
| 10 | Duration of the Program | <i>2 years</i> |
| 11 | Credit hours/ contact hours | <i>36 credit hours</i> |
| 12 | Language of Instruction | <i>English</i> |
| 13 | No. and date of approval by the Ministry of Higher Education | |
| 14 | No. and date of national accreditation of the program | |
| | Program capacity of students/ year | |
| | Other accreditations of the program | |
| 15 | Date of production/revision | |
| 16 | No. of current students | |
| 17 | Program Director (name, phone numbers & email) | |

18. Background to the program and subject area:

The marketing department master's program has two track-paths, first, thesis based. Students with a bachelor's in Marketing in addition to pharmacy, engineering, finance, accounting, banking, management information systems, business information systems, information technology, public administration, economy, hotel management, agriculture, tourism and effects, computer, actuarial science, are usually accepted in this program. In order to obtain a master's degree in marketing, it is incumbent on the student to successfully complete 36 hours of courses. The thesis path includes the study of 21 hours of mandatory requirements and optional requirements of 6 hours in addition to 9 hours accredited to the dissertation. The second path is the taught based, in which the student is required to complete 21 hours of mandatory courses, 6 hours of optional courses, and 9 hours accredited for successfully completing a compulsive accumulated exam.

19. Vision and Mission statements of the program:

Vision:

This program aims to excellence through the provision of programs selected with great care and high quality to provide the marketplace with creative marketers equipped with highest skills and capabilities needed to successfully compete in the marketplace.

Mission:

The department seeks to educate and teach students to work in various marketing functions by creating an intellectual environment that enables students to acquire knowledge and skills necessary to the practice of marketing in a professional and ethical manner to achieve success in the changing marketing environment.

20. Reasons behind developing this program:

The reasons for the development of the program.

The program also aims at providing the regional and international market with graduates with highest efficiency, who are capable of thinking and strategic planning, leading the institutions to better invest and optimize available resources, both human and financial. In addition, to the ability to perform tasks under pressure by stimulating the others, and adapting to changing priorities in the short, medium and long term.

21. Program aims:

The aim of MSc in Marketing program is to provide students who aspire to be highly capable marketing professionals with advanced marketing knowledge and necessary skills.

Upon completion of the program,

Students will be able to apply marketing concepts, principles and theories to implement effective marketing operations.

Students will be able to apply advanced analytical and quantitative techniques in making sound marketing decisions.

Students will be able to analyse the impact of different market features and adapt appropriate marketing strategy and marketing decisions.

Students will be able to assess the ethical implications of marketing decisions and be able to respond appropriately to them.

22. Program Intended Learning Outcomes:

It is expected that the program will provide opportunities for students to develop and demonstrate knowledge and understanding, skills and competencies and other properties in the following fields:

The program has several outcomes

1. Understanding and comprehension

- 1.1 knowledge of marketing concepts, and principles
- 1.2 knowledge of different marketing strategies and how to build an integrated marketing strategy
- 1.3 knowledge in the application of marketing concepts and how to improve the performance and profitability of companies, non-profit through the application of marketing concept
- 1.4 knowledge of consumer behaviour and consumers' purchasing decisions process and how to use the concepts of behaviour in various fields

2. Intellectual, cognitive and analytical skills:

- 2.1 Providing students with the skill of employing marketing concepts in all areas, whether agricultural, tourism, health and drug marketing, among other fields.
- 2.2 The ability to apply marketing concepts by carrying out scientific research in various areas of marketing using marketing research

3. Special skills / Applied

- 3.1 The ability to apply marketing concepts by carrying out scientific research in various areas of marketing using marketing research
- 3.2 The ability to link between scientific theory and reality through the work of application projects

4. Creative skills / convertible

- 4.1 The ability to view students' ideas and projects in a verbal and written language of sound and clear
- 4.2 learn to work in groups to complete various projects and learn the skill of mutual cooperation among students

23. Teaching, learning and assessment methods:

Development of the learning outcomes is promoted through the following teaching and learning methods:

- 1- Intensive theoretical lectures aiming at establishing the theoretical foundation
- 2. seminars: aiming at applying the theory to the practice
- 3. Projects

Opportunities to demonstrate achievement of the learning outcomes are provided through the following assessment methods:

Students are assessed on two levels

1- The module level through setting for several exams. This level is applied to both taught stream and dissertations stream

2- The overall program level: at this level the taught stream is assessed by setting to a comprehensive exam, on the other hand the dissertation stream is assessed in a VIVA

24. Reference points:

The learning outcomes have been developed to reflect the following points of reference:

1. Understanding and comprehension

- 1.1 Recognize the marketing concept, principles and supporting infrastructure.
- 1.2 knowledge of the evolution of the concept of marketing over the years and its role in achieving the objectives of companies
- 1.3 Understanding of how to improve the performance and profitability of companies, non-profit through the application of marketing concepts
- 1.4 Understanding of consumer behaviour and how its decision-making purchasing

2. Intellectual, cognitive and analytical skills:

- 2.1 To identify the pillars and foundations of marketing and how the marketing strategy.
- 2.2 Recruitment marketing skill in all areas, whether agricultural, tourism, health and drug marketing
- 2.3 The ability to scientific marketing research to find relationships between marketing variables.

3. Special skills / Applied

- 3.1 The ability to apply marketing concepts by carrying out scientific research in various areas of marketing using marketing research
- 3.2 The ability to link between scientific theory and reality through the work of application projects

4. Creative skills / convertible

- 4.1 The ability to view students' ideas and projects in a verbal and written language of sound and clear
- 4.2 learn to work in groups to complete various projects and learn the skill of mutual cooperation among students

25. Program regulations:

Regulations concerning the program. Can include a link to such detailed regulations.

This program is subject to the laws and regulations of the Jordan university masters programs

26. Study plan:

| 1- Faculty requirements: | | | | |
|---------------------------------|-------------------------------|--------------|-----------|---------------|
| A- Obligatory courses | | | | |
| Course code | Course name | Credit hours | | Prerequisites |
| | | Theoretical | Practical | |
| 1601701 | Applied Statistic in Business | ٣ | - | - |
| 1601702 | Research Methods in Business | ٣ | - | - |
| 1602720 | Managerial Accounting | ٣ | - | - |
| 1603704 | Managerial finance | ٣ | - | - |
| 1601722 | Organizational behaviour | ٣ | - | - |
| 1604703 | Marketing management | ٣ | - | - |
| 1604723 | Consumer behaviour | ٣ | - | - |
| B- Elective courses | | | | |
| Course code | Course name | Credit hours | | Prerequisites |
| | | Theoretical | Practical | |
| 1604724 | International marketing | ٣ | - | - |
| 1604725 | Marketing strategy | ٣ | - | - |
| 1604726 | Service marketing | ٣ | - | - |
| 1604727 | Promotion strategy | ٣ | - | - |
| 1604728 | Marketing research | ٣ | - | - |
| 1604780 | Special issues in marketing | ٣ | - | - |
| 1601755 | Strategic management | ٣ | - | - |

27. Field Experience:

Description, timing and number of credit hours:

Not applicable

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28. Project/research:

Description, timing and number of credit hours:

This is only applicable for the dissertation stream.

Thesis: (9) Credit hours (1604799)

30. Educational facilities and support for the program teaching-learning process:

a- Facilities and laboratories (include name of lab, its area and student's capacity):

| Capacity | Facilities |
|----------|---------------|
| 45 | MIS Lab 1 |
| 29 | MIS Lab 2 |
| 390 | Student . com |

b- Supporting staff (include name, work place, position, specialty):

c- Tools and equipment:

d- Faculty members:

| No. | Name | D.O.B | Nationality | Specialty & sub-specialty | University of graduation & Year of graduation (of most recent qualification) | Qualifications | Academic rank, date obtained and donor university | Course/s that will be taught |
|-----|----------------------|------------|-------------|-----------------------------|--|----------------|---|------------------------------|
| 1. | Prof. Hani Aldmour | 5.12.1960 | Jordanian | International marketing | Sheffield University /UK 1993 | PHD | Professor 1997 | |
| 2. | Dr. Mohamad Shraideh | 1.11.1971 | Jordanian | CRM / Social marketing | Durham University/UK 2011 | PHD | Associate professor 2014 | |
| 3. | Dr. Raed Algharabat | 24.3.1975 | Jordanian | E-marketing and E-retailing | Brunel University/UK 2010 | PHD | Associate professor 2014 | |
| 4. | Dr. Amjad Abualsamen | 11.7.1987 | Jordanian | Marketing | Oklahoma State University/USA 2009 | PHD | Associate professor 2013 | |
| 5. | Dr. Majed Alshami | 3.10.1960 | Jordanian | Banking marketing | united states international business/USA 2001 | PHD | Lecturer 1994 | |
| 6. | Dr. Rami Alduwairy | 21.11.1981 | Jordanian | E-marketing | Malaga University/Spain 2011 | PHD | Lecturer 2014 | |
| 7. | Dr.Zainah Qasem | 20.4.1984 | Jordanian | Consumer behavior and | Leeds University/UK | PHD | Assistant professor | |

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|------------|-------------------------|-------------------|------------------|--------------------|-------------------------------|---------------|----------------------|--|
| | | | | E-marketing | 2015 | | 2015 | |
| 8. | Dr. Zaid Obeidat | 10.10.1986 | Jordanian | Marketing | 2015 | PHD | Lecturer 2015 | |
| 9. | Etedal Basheer | 25.2.1987 | Jordanian | Marketing | Jordan university 2011 | Master | Lecturer 2014 | |
| 10. | Dua'a Hijawy | 13.3.1988 | Jordanian | Marketing | Jordan university 2013 | Master | Lecturer 2014 | |
| 11. | Ayat Mahmood | 15.8.1988 | Jordanian | Marketing | Jordan university 2013 | Master | Lecturer 2015 | |

d. Library materials:

| Library material | No. | Available for | | |
|-------------------|-----|-----------------|----------|----------------------|
| | | Faculty members | Students | Faculty and students |
| Books | | | | Available |
| Journals | | | | Available |
| E-books | | | | Available |
| E-journals | | | | Available |
| Databases | | | | Available |

Entities that offer facilities to receive practical and field experiences:

31. Ways that are followed for program quality assurance:

1. What processes are followed for evaluation of teaching and learning experiences, assessment methods, and the effectiveness of the curriculum or study plan:

The existence of a departmental committee to study and evaluate the effectiveness of the study plans commenced at the end of each academic year.

2. What processes are followed to obtain feedback from students enrolled in the program about the quality of teaching and learning experiences provided:

Work evaluations at the end of each subject are done through questionnaires distribution where feedback is obtained from students regarding the strengths and weaknesses of the materials in addition to their suggestions for the development of materials.

3. What processes are followed to develop the skills, knowledge and capabilities of faculty members:

Mandatory courses provided by the university holding seminars and discussions within the department staff to take advantage of the experiences of colleagues

4. What indicators and standards are used to guarantee commitment to quality in the program:

1. The analysis of the annual assessments feedback from students
2. Proficiency Test results

32. Student development over the course of study

1. Development Study Plan includes reevaluating student materials to determine the appropriate academic year
2. level evaluation test for students at each seminar
3. The introduction of a training program at the level of skills

33. Entrance Requirements

34. Additional information

N/A

Program Director: ----- Signature: ----- Date: -----

Head of Department: ----- Signature: -----

Head of curriculum committee/Faculty: ----- Signature: -----

Admission and Registration Unit: ----- Signature: -----

Accreditation and Quality Assurance Center: ----- Signature: -----

Dean: ----- Signature: -----

Faculty of Graduate Studies: ----- Signature: -----

Head of curriculum committee/University: ----- Signature: -----

Copy to:

Head of Departments
Assistant Dean for Quality Assurance
Program File
Accreditation and Quality Assurance Center