



**The University of Jordan**  
**Accreditation & Quality Assurance Center**

# **Program Specifications**

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1	Program Title	<i>Bachelor of Marketing</i>
2	Program Code	<i>04</i>
3	Awarding Institution	<i>Jordan University/Business school</i>
4	Level of Study	<i>Bachelor</i>
5	Final Qualification	
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>4 years</i>
11	Credit hours/ contact hours	<i>132</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:

This degree course provides students with a comprehensive understanding of the core concepts, practices and techniques of marketing.  
The programme is suitable for students who want to pursue a career within the marketing function of an organization. Our degrees have a modular structure. This provides the core elements you need (in compulsory modules), but with the flexibility to tailor your course to your personal interests and career aspirations (through optional and discovery modules).

#### 19. Vision and Mission statements of the program:

Vision:

The department is looking forward to achieving excellence through the provision of carefully selected programs, which aims at creating marketing leaders with high skills and capabilities.

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 professional and ethical manner to achieve success in the changing marketing environment.

## 20. Reasons behind developing this program:

1. provide regional and international market with high quality graduates
2. providing the market with individuals that are capable of critical thinking and strategic planning, who leads the institutions to balance and investment optimization of available resources, both human and financial, and the implementation of the tasks under a certain pressure by stimulating the others, and they have the ability to take administrative and financial tough decisions, and adapt and modify priorities depending on the circumstances and use short, medium and long term.

## 21. Program aims:

Marketers have a very enjoyable career, specializing in the marketing department gives you the opportunity to join the most popular majors at the University of Jordan and the rest of other universities. The reason for this popularity is the large number of job opportunities in the future. It is estimated that 30% of the jobs available in the market require expertise in marketing and its functions. A marketing career will provide a person with a range of activities, skills, responsibilities and enormous opportunities to deal with people in a professional manner. It's often considered that a strong marketing department is essential for the company to become one of the best in the business.

Studying in the marketing department will provide students with a strong academic background that is essential for a variety of career options in the field of marketing and general management. In addition, marketing personnel are the cornerstone for the development of the company and are very important for executives. Graduates of the Marketing department have many interesting career paths such as::

- . 1 Retail Manager.
- . 2 Strategic marketer.
- . 3 Marketing Researcher
- . Brand manager
- . 4 customer service adviser.
- . 5 social media specialist.
- . 6 International marketing manager.
- . 7 promotion and advertising manager.
- 9. Public Relations manager

## 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:*

Students are expected at the end of the program to be able to :

**Program:** learning outcomes for the programs for academic learning outcomes

- a. *to have an adequate knowledge of marketing principles*
- b. *To acquire theoretical and practical marketing knowledge and the ability to solve marketing problems*
- c. *Acquiring the ability to Posses and to conduct a scientific marketing research and to find relationships between marketing variables*
- d. *Acquiring the ability to employ marketing skills and to organize work in groups to accomplish marketing projects*
- e. *Acquiring the ability to connect different marketing concepts and to employ them in all fields*
- f. *Acquiring The ability to plan and develop marketing projects and design the means of presenting these projects*

### 23. Teaching, learning and assessment methods:

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

The development of targeted learning outcomes through the following activities and teaching strategies:

- In class discussions
- Projects
- Exams
- Case studies

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

### 24. Reference points:

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

1. Understanding and comprehension
  - 1.1 To understand the marketing function within the organization and its core concepts, principles and supporting infrastructure
  - 1.2 To understand the evolution of marketing and its concepts over the years and its role in achieving the objectives of companies

- 1.3 To understand how to improve the performance and profitability of companies, non-profit through the application of marketing concept
- 1.4 To understand consumers' behavior and their decision-making process
2. intellectual, cognitive and analytical skills:
- ١ To identify the pillars and foundations of marketing and how to build a profound marketing strategy.
  - ٢.٢ To recruit marketing concepts in different areas (e.g agricultural, tourism, pharmaceutical, and banking).
  - 2.3 To build the ability of conducting a marketing research and find relationships between marketing variables.
3. Special skills / Applied
- The ability to apply marketing concepts by carrying out scientific research in various areas of marketing using marketing research
- ٢.٢ the ability to link between scientific theory and reality through the work of application projects.
4. Creative skills / convertible
- Students the ability to view their projects and ideas verbally 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.*

The program is subject to JU bachelor's programs rules and regulations

**26. Study plan:****1- University requirements:** (Kindly find attached the study plan )**A- Obligatory courses**

Course code	Course name	Credit hours		Prerequisites
		Theoretical	Practical	

**B- Elective courses**

Course code	Course name	Credit hours		Prerequisites
		Theoretical	Practical	

**2- Faculty requirements:****A- Obligatory courses**

Course code	Course name	Credit hours		Prerequisites
		Theoretical	Practical	

**B- Elective courses**

Course code	Course name	Credit hours		Prerequisites
		Theoretical	Practical	

<b>3- Specialty requirements:</b>				
<b>A- Obligatory courses</b>				
Course code	Course name	Credit hours		Prerequisites
		Theoretical	Practical	
<b>B- Elective courses</b>				
Course code	Course name	Credit hours		Prerequisites
		Theoretical	Practical	

**27. Field Experience:**

*Description, timing and number of credit hours:*

Inapplicable

**28. Project/research:**

*Description, timing and number of credit hours:*

Inapplicable





**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 E-marketing	Leeds University/UK 2015	PHD	Assistant professor 2015	
8.	Dr. Zaid Obeidat	10.10.1986	Jordanian	Marketing	2015	PHD	Assistant professor	

							<b>2015</b>	
9.	<b>Etedal Basheer</b>	<b>25.2.1987</b>	<b>Jordanian</b>	<b>Marketing</b>	<b>Jordan university 2011</b>	<b>Master</b>	<b>Lecturer 2014</b>	
10.	<b>Dua'a Hijawy</b>	<b>13.3.1988</b>	<b>Jordanian</b>	<b>Marketing</b>	<b>Jordan university 2013</b>	<b>Master</b>	<b>Lecturer 2014</b>	
11.	<b>Ayat Mahmood</b>	<b>15.8.1988</b>	<b>Jordanian</b>	<b>Marketing</b>	<b>Jordan university 2013</b>	<b>Master</b>	<b>Lecturer 2015</b>	

d. Library materials:

Library material	No.	Available for		
		Faculty members	Students	Faculty and students
<b>Books</b>				Available
<b>Journals</b>				Available
<b>E-books</b>				Available
<b>E-journals</b>				Available
<b>Databases</b>				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:

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

**32. Student development over the course of study**

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

**33. Entrance Requirements**

**34. Additional information**

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