

Course Syllabus

1	Course title	Advanced Marketing Management	
2	Course number	1604703	
3	Credit hours	3	
	Contact hours (theory, practical)		
4	Prerequisites/corequisites		
5	Program title	MBA/Marketing	
6	Program code		
7	Awarding institution		
8	School	Business	
9	Department	Marketing	
10	Course level	2	
11	Year of study and semester (s)	2021/2022 First	
12	Other department (s) involved in teaching the course		
13	Main teaching language	English	
14	Delivery method	<input checked="" type="checkbox"/> Face to face learning <input checked="" 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		

17 Course Coordinator:

Name: Rami Mohammad Al-dweeri

Contact hours: 10:00-11:00

Office number:

Phone number:0799836779

Email: r.dweeri@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:

Marketing as a process is more than dealing with its main activities such as product development, pricing, placing and communication with customers separately, but to get involved in marketing decisions to harmonize the organization's objectives, capabilities and resources with the needs and opportunities of the marketplace. The course will focus on adopting 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:

This course is designed to help students to understand the marketing mix; mainly the 4Ps and all the involved activities including the environmental factors which influence consumer and organizational decision-making processes. Also, they are required to understand the key principles and activities necessary to have an appreciation of the importance of the role that marketing plays in the 'tool kit' of every organizational leader and manager

B- Students Learning Outcomes (SLOs):

- 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.
- 8-Write** a thesis to an academic standard that contributes to further knowledge and understanding in a related specialized field. (Thesis track)
- 9-Write** a research proposal to an academic standard that expands knowledge a related specialized field.

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)	SLO (8)	SLO (9)
SLOs of the course									

Acquire the needed intellectual skills and cognitive and analytical tools to design and develop marketing mix elements.	X								
Become more familiar with the latest in marketing theory	x					X			
Relate functional areas of marketing to marketing activities.				x				x	
Analyze marketing problems and business issues to reach reasonable solutions.		x						x	x
Build a strategic form of thinking toward marketing and business problems.				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	1.1	Defining Marketing for the New Realities	1	Face to Face	Microsoft Teams			
	1.2							
	1.3							
2	2.1	Defining Marketing	1	Face to Face	Microsoft Teams			

		for the New Realities						
	2.2							
	2.3							
3	3.1	Developing Marketing Strategies and Plans	2	Face to Face	Microsoft Teams			
	3.2							
	3.3							
4	4.1	Collecting Information and Forecasting Demand.		Face to Face	Microsoft Teams			
	4.2							
	4.3							
5	5.1	Conducting Marketing Research	3		Microsoft Teams			
	5.2							
	5.3							
6	6.1	Conducting Marketing Research	4	Face to Face				
	6.2				Microsoft Teams			
	6.3							
7	7.1	Creating Long-term Loyalty Relationship	5	Face to Face	Microsoft Teams			

	7.2							
	7.3							
8	8.1	Analyzing Consumer Markets	5	Face to Face	Microsoft Teams			
	8.2							
	8.3							
9	9.1	Analyzing Consumer Markets	5	Face to Face	Microsoft Teams			
	9.2							
	9.3							
10	10.1	Analyzing Business Markets.	5		Microsoft Teams			
	10.2							
	10.3							
11	11.1	Tapping into Global Markets.	5	Face to Face	Microsoft Teams			
	11.2							
	11.3			Online				
12	12.1	Identifying Market Segments and Targets	5	Face to Face	Microsoft Teams			
	12.2							
	12.3							
13	13.1	Identifying Market	5	Face to Face	Microsoft Teams			

		Segments and Targets						
	13.2							
	13.3							
14	14.1	Crafting the Brand Positioning	5	Face to Face	Microsoft Teams			
	14.2							
	14.3							
15	15.1	Presentatio n	5	Face to Face	Microsoft Teams			
	15.2							
	15.3							

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	
Project	20			13	
Assignments	10				Models
Participation	10				
Final Exam	40			16	



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 are not allowed to miss more than 15% of the classes during the semester. Failing to meet this requirement will be dealt with according to the university disciplinary rules.

B- Absences from exams and submitting assignments on time:

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy:

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

25 References:

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

Marketing Management, 12th edition. Philip Kotler & Kevin Lane Keller. 2016

B- Recommended books, materials, and media:

26 Additional information:



Name of Course Coordinator: Dr. Rami Mohammad Al-dweeri Signature: ----- Date: ----- -----
Head of Curriculum Committee/Department: ----- Signature: ----- ---
Head of Department: ----- Signature: ----- -
Head of Curriculum Committee/Faculty: ----- Signature: ----- -
Dean: ----- Signature: -----