



Form: Course Syllabus	Form Number	EXC-01-02-02A
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1	Course title	Principles of Marketing
2	Course number	1604110
3	Credit hours	3
	Contact hours (theory, practical)	3
4	Prerequisites/corequisites	-
5	Program title	BA in Marketing
6	Program code	04
7	Awarding institution	University of Jordan
8	School	Business
9	Department	Marketing
10	Course level	1
11	Year of study and semester (s)	1 st term 2025/26
12	Other department (s) involved in teaching the course	N/A
13	Main teaching language	English Language
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	October 5, 2025



17. Course Coordinator:

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19. Course Description:

The objective of this course is to equip students with a comprehensive understanding of essential marketing theories, tools, and concepts relevant to today's dynamic business environment. Throughout the course, students will explore key areas of marketing, focusing on defining marketing, the marketing process, and the importance of understanding the marketplace and customer needs.

The course will cover the development of customer value-driven marketing strategies, the principles of customer relationship management, and the environmental forces affecting a company's ability to serve its customers. Students will also examine the impact of demographic, economic, technological, political, and cultural environments on marketing decisions, and how companies can respond to these changes.

Key topics will include consumer behaviour models, factors influencing buyer behaviour, and the stages in the buyer decision process. We will also address business market differences, market segmentation, targeting, differentiation, and positioning strategies. Additionally, the course will delve into pricing strategies, product mix pricing, and the role of marketing channels in value delivery.

Students will explore the promotion mix tools, integrated marketing communications, and the steps involved in developing effective marketing communications. Throughout the course, guest speakers will offer real-world insights, enhancing the learning experience.

The course will draw from chapters 1, 3, 5, 6, 7, 10, 11, 12, and 14, with objectives such as defining the marketing process, analysing the marketplace, developing customer-driven strategies, and understanding marketing's role in various environments. Students will be prepared to apply these concepts across a range of marketing contexts, including consumer marketing, services marketing, social marketing, and business-to-business marketing.



20. Program Intended Learning Outcomes: (To be used in designing the matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program)

1. Identify ethical issues in marketing context and critically discuss ethical reasoning to Marketing and business circumstances.
2. Utilize applicable central models and theories that relate to consumer behaviour and marketing in the online and offline to research and analyse contemporary issues in Marketing.
3. Utilize critical thinking and problem solving to analyse business environment and develop marketing strategies based on product, price, place and promotion objectives in different Market segments.
4. Apply the marketing research process to collect, process, and analyse a range of data in order to provide solutions to marketing problems, and prepare oral presentation to professional standards.
5. Appreciate the global nature of marketing and appropriate measures to operate effectively in international settings.
6. Work efficiently within teams to accomplish marketing projects.

21. Course Intended Learning Outcomes: (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

1. Acquire the needed intellectual skills and cognitive and analytical tools to design and develop marketing mix elements.
2. Understand the marketing environment and the environmental forces.
3. Understanding the targeting strategies and use the market segmentation variables usefully in the marketing context.
4. Understanding the differences between consumer market and business market and some of the effective marketing strategies that should be applied to each one of them.
5. Identifying the stages of the consumer buying decision process and understanding the types of consumer decision making and the level of involvement.
6. Employ the 4Ps effectively according to the consumer needs and wants.



Course ILOs	The learning levels to be achieved					
	Remembering	Understanding	Applying	Analysing	evaluating	Creating
CILO #1	X	X				
CILO #2	X	X				
CILO #3	X	X				
CILO #4		X	X			
CILO #5		X	X	X		
CILO #6			X	X		

22. The matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program:

CILOs of the course	PILOs of the BA Program*							
	PILO (1)	PILO (2)	PILO (3)	PILO (4)	PILO (5)	PILO (6)	PILO (7)	PILO (8)
1 Acquire the needed intellectual skills and cognitive and analytical tools to design and develop marketing mix elements		X						
2 Understand the marketing environment and the environmental forces		X						
3 Understanding the targeting strategies and use the market segmentation variables usefully in the marketing context				X				
4 Understanding the differences between consumer market and business market and some of the effective marketing strategies that should be applied to each one of them	X							
5 Identifying the stages of the consumer buying decision process and understanding the types of consumer decision making and the level of involvement				X				
6 Employ the 4Ps effectively according to the consumer needs and wants	X							



23. Topic Outline and Schedule:

- Learning Methods (Face to Face/Blended/ Fully Online): Face-to-face
- Synchronous / Asynchronous Lecturing: All the lectures are Synchronous

Week	Topic	Intended learning Outcomes	Evaluation Methods	Platform	Resources
1	Chapter 1 Marketing: Creating Customer Value and Engagement	OBJECTIVE 1-1 Define marketing and outline the steps in the marketing process.	- Classroom discussions - Exam	On-campus	Textbook Online resources Lecture
1	Chapter 1 Marketing: Creating Customer Value and Engagement	OBJECTIVE 1-2 Explain the importance of understanding the marketplace and customers and identify the five core marketplace concepts. See: Understanding the Marketplace and Customer Needs OBJECTIVE 1-3 Identify the key elements of a customer value–driven marketing strategy and discuss the marketing management orientations that guide marketing strategy.	- Classroom discussions - Exam	On-campus	Textbook Online resources Lecture
2	Chapter 1 Marketing: Creating Customer Value and Engagement	OBJECTIVE 1-3 Identify the key elements of a customer value–driven marketing strategy and discuss the marketing management orientations that guide marketing strategy. See: Designing a Customer Value–Driven Marketing Strategy and Plan OBJECTIVE 1-4 Discuss customer relationship management and identify strategies for creating value for customers and capturing value from customers in return.	- Classroom discussions - Exam	On-campus	Textbook Online resources Lecture



2	Chapter 3 Analyzing the Marketing Environment	<p>OBJECTIVE 3-1 Describe the environmental forces that affect the company's ability to serve its customers. See: The Microenvironment and Macro-environment</p> <p>OBJECTIVE 3-2 Explain how changes in the demographic and economic environments affect marketing decisions.</p>	<ul style="list-style-type: none"> - Classroom discussions - Exam 	On-campus	Textbook Online resources Lecture
3	Chapter 3 Analyzing the Marketing Environment	<p>OBJECTIVE 3-3 Identify the major trends in the firm's natural and technological environments. See: The Natural and Technological Environments</p> <p>OBJECTIVE 3-4 Explain the key changes in the political and cultural environments.</p> <p>OBJECTIVE 3-5 Discuss how companies can react to the marketing environment.</p>	<ul style="list-style-type: none"> - Classroom discussions - Exam 	On-campus	Textbook Online resources Lecture
3	Chapter 5 Consumer Markets and Buyer Behavior	<p>OBJECTIVE 5-1 Define the consumer market and construct a simple model of consumer buyer behavior. See: Model of Consumer Behavior</p> <p>OBJECTIVE 5-2 Name the four major factors that influence consumer buyer behavior.</p>	<ul style="list-style-type: none"> - Classroom discussions - Exam 	On-campus	Textbook Online resources Lecture
4	Chapter 5 Consumer Markets and Buyer Behavior	<p>OBJECTIVE 5-3 List and define the major types of buying decision behavior and the stages in the buyer decision process.</p> <p>OBJECTIVE 5-4 Describe the adoption process for new products.</p>	<ul style="list-style-type: none"> - Classroom discussions - Exam 	On-campus	Textbook Online resources Lecture
4	Mid-Term Exam	Chapters 1 + 3 + 5	MCQs	On-campus (Studentt.com)	



Guest Speakers					
4	Chapter 6 Business Markets and Business Buyer Behavior	OBJECTIVE 6-1 Define the business market and explain how business markets differ from consumer markets.	- Classroom discussions - Exam	On-campus	Textbook Online resources Lecture
5	Chapter 7 Customer Value-Driven Marketing Strategy: Creating Value for Target Customers	OBJECTIVE 7-1 Define the major steps in designing a customer value-driven marketing strategy: market segmentation, targeting, differentiation, and positioning.	- Classroom discussions - Exam	On-campus	Textbook Online resources Lecture
5	Chapter 7 Customer Value-Driven Marketing Strategy: Creating Value for Target Customers	OBJECTIVE 7-2 List and discuss the major bases for segmenting consumer and business markets. See: Market Segmentation OBJECTIVE 7-3 Explain how companies identify attractive market segments and choose a market-targeting strategy. OBJECTIVE 7-4 Discuss how companies differentiate and position their products for maximum competitive advantage.	- Classroom discussions - Exam	On-campus	Textbook Online resources Lecture
6	2 ND Exam	Chapters 6+7	MCQs	On-campus (Studentt.com)	
6	Chapter 8 Products, Services, and Brands: Building Customer Value	OBJECTIVE 8-1 Define product and describe the major classifications of products and services.	- Classroom discussions - Exam	On-campus	Textbook Online resources Lecture
6	Chapter 8 Products, Services, and Brands: Building Customer Value	OBJECTIVE 8-2 Describe the decisions companies make regarding their individual products and services, product lines, and product mixes.	- Classroom discussions - Exam	On-campus	Textbook Online resources Lecture



7	Chapter 10 Pricing: Understanding and Capturing Customer Value Chapter 11 Pricing Strategies: Additional Considerations	OBJECTIVE 10-1 Answer the question “What is price?” and discuss the importance of pricing in today’s fast-changing environment. See: What Is Price? OBJECTIVE 11-1 Describe the major strategies for pricing new products.	- Classroom discussions - Exam	On-campus	Textbook Online resources Lecture
7	Chapter 11 Pricing Strategies: Additional Considerations	OBJECTIVE 11-2 Explain how companies find a set of prices that maximizes the profits from the total product mix.	- Classroom discussions - Exam	On-campus	Textbook Online resources Lecture
7	Chapter 12 Marketing Channels: Delivering Customer Value	OBJECTIVE 12-1 Explain why companies use marketing channels and discuss the functions these channels perform.	- Classroom discussions - Exam	On-campus	Textbook Online resources Lecture
7	Chapter 12 Marketing Channels: Delivering Customer Value	OBJECTIVE 12-2 Discuss how channel members interact and how they organize to perform the work of the channel.			
7	Chapter 14 Engaging Consumers and Communicating Customer Value: Integrated Marketing Communications Strategy	OBJECTIVE 14-1 Define the five promotion mix tools for communicating customer value. See: The Promotion Mix OBJECTIVE 14-2 Discuss the changing communications landscape and the need for integrated marketing communications.	- Classroom discussions - Exam	On-campus	Textbook Online resources Lecture
7	Chapter 14 Engaging Consumers and Communicating Customer Value: Integrated Marketing Communications Strategy	OBJECTIVE 14-3 Outline the communication process and the steps in developing effective marketing communications.	- Classroom discussions - Exam	On-campus	Textbook Online resources Lecture
TBC	Final Exam	TBC	MCQs	On-campus (Studentt.com)	



24. 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%	Chapter 1+3+5	2,3,4	Week 8	On-campus (Student.com Lab)
2 nd Exam	15%	Chapters 6+7	1	Week 10	On-campus (Student.com Lab)
Participation	5%	-			
Final Exam	50%	TBC	1,2,3,4,5	Week 15	On-campus (Student.com Lab)

25. Course Requirements

Effective participation, active listening, course project, task submission, exams.

26. 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.



- No make-up exam could be held if the student failed in providing approved absence form signed by the dean or the Assistant Dean for Students affairs.

- No make-up for the make-up exam.

- The make-up exam will have a higher level of difficulty than the normal one with 40 - 60%.

C- Health and safety procedures: N/A

D- Honesty policy regarding cheating, plagiarism, misbehavior: - Any inappropriate behaviour (inside the class, during the exam, during the Forum discussions) will not be tolerated and student will face consequences based on the University disciplinary rules.

- Students are kindly requested to keep their mobiles on silent mood during the lecture. Any disturbance caused by mobile phones will not be tolerated and mobile owner will be requested to leave the class.

E- Grading policy: It depends on the average.

F- Instructors can be contacted by students via email or Microsoft Teams. Additionally, during the office hours specified by each instructor, students are encouraged to seek their assistance.

27. References:

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

- **Principle of Marketing, 18th Ed. Philip Kotler and Gary Armstrong (2021). Person**

B- Recommended books, materials, and media:

- Marketing 17th Ed. Hult, G., Ferrell, O., and Pride, W. (2014). South-Western Cengage Learning.
- Principles of Marketing 16th Ed. Kotler, P., and Armstrong, G. (2015). global edition. Pearson.
- Marketing 14th Ed. Etzel, M., Walker, B., and Stanton, W. (2009). McGraw-Hill.
- Principles and practice of marketing 7th Ed. Jobber, D., and Ellis-Chadwick, F. (2012). McGraw-Hill.
- MKTG 9th Ed. C. Lamb, J. Hair, C. McDaniel (2016). Cengage learning



28. Additional information:

n/a

Name of the Instructor or the Course Coordinator: Dr. Barween Al Kurdi	Signature:	Date: October 5, 2025
Name of the Head of Quality Assurance Committee/ Department Dr. Nawras Nusirat	Signature:	Date: October 5, 2025
Name of the Head of Department Dr. Nawras Nusirat	Signature:	Date: October 5, 2025
Name of the Head of Quality Assurance Committee/ School or Center Dr. Alaeddin Ahmad	Signature:	Date:
Name of the Dean or the Director Prof. Samer Dahiyat	Signature:	Date: