



Form: Course Syllabus

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Issue Number and Date	2/3/24/2022/2963 05/12/2022
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Number of Pages	06

1. Course Title	Advanced Marketing Management
2. Course Number	1604703
3. Credit Hours (Theory, Practical)	3
3. Contact Hours (Theory, Practical)	3
4. Prerequisites/ Corequisites	
5. Program Title	MBA/ Marketing
6. Program Code	
7. School/ Center	Business
8. Department	Marketing
9. Course Level	1
10. Year of Study and Semester (s)	2025-2026 1st
11. Program Degree	
12. Other Department(s) Involved in Teaching the Course	
13. Learning Language	English
14. Learning Types	<input type="checkbox"/> Face to face learning <input checked="" type="checkbox"/> Blended <input type="checkbox"/> Fully online
15. Online Platforms(s)	<input type="checkbox"/> Moodle <input type="checkbox"/> Microsoft Teams
16. Issuing Date	
17. Revision Date	

18. Course Coordinator:

Name: Rami Mohammad Aldweeri	Contact hours: 12:30-13:30
Office number:	Phone number:
Email:r.dweeri@ju.edu.jo	



19. Other Instructors:

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

20. 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

21. 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)

PLO's	*National Qualifications Framework Descriptors*		
	Competency (C)	Skills (B)	Knowledge (A)
1.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



* Choose only one descriptor for each learning outcome of the program, whether knowledge, skill, or competency.

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

Course ILOs #	The learning levels to be achieved						Competencies
	Remember	Understand	Apply	Analyse	Evaluate	Create	
1.	x	x					
2.	x	x		x		x	
3.			x	x			
4.			x			x	
5.		x					

23. The matrix linking the intended learning outcomes of the course -CLO's with the intended learning outcomes of the program -PLOs:

PLO's * CLO's	1	2	3	4	5	Descriptors**		
						A	B	C
1	x							
2				x				
3			x					
4		x			x			
5	x	x						
6			x		x			
7		x		x				
8	x				x			

*Linking each course learning outcome (CLO) to only one program outcome (PLO) as specified in the course matrix.



**Descriptors are determined according to the program learning outcome (PLO) that was chosen and according to what was specified in the program learning outcomes matrix in clause (21).

24. Topic Outline and Schedule:

Week	Lecture	Topic	ILO/s Linked to the Topic	Learning Types (Face to Face/ Blended/ Fully Online)	Platform Used	Synchronous / Asynchronous Lecturing	Evaluation Methods	Learning Resources
1	1.1	Defining Marketing for the New Realities	1		Microsoft Teams			
	1.2							
	1.3							
2	2.1	Defining Marketing for the New Realities	1		Microsoft Teams			
	2.2							
	2.3							
3	3.1	Developing Marketing Strategies and Plans						
	3.2		2		Microsoft Teams			
	3.3							
4	4.1	Collecting Information and Forecasting Demand.						



	4.2				Microsoft Teams			
	4.3							
5	5.1	Collecting Information and Forecasting Demand.						
	5.2		3		Microsoft Teams			
	5.3							
6	6.1	Conducting Marketing Research						
	6.2							
	6.3							
7	7.1	Conducting Marketing Research			Microsoft Teams			
	7.2							
	7.3		5		Microsoft Teams			
8	8.1	Creating Long-term Loyalty Relationship	5					
	8.2							
	8.3				Microsoft Teams			
9	9.1	Analyzing Consumer Markets						
	9.2							
	9.3		5		Microsoft Teams			
10	10.1	Analyzing Business Markets						
	10.2							
	10.3		5		Microsoft Teams			
11	11.1	Tapping into Global Markets.						



	11.2							
	11.3		5		Microsoft Teams			
12	12.1	Identifying Market Segments and Targets						
	12.2							
	12.3		5		Microsoft Teams			
13	13.1	Identifying Market Segments and Targets						
	13.2							
	13.3		5		Microsoft Teams			
14	14.1	Crafting the Brand Positioning						
	14.2							
	14.3		5		Microsoft Teams			
15	15.1							
	15.2							
	15.3	Project	5		Microsoft Teams			

25. Evaluation Methods:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

Evaluation Activity	*Mark wt.	CLO's					
		1	2	3	4	5	6
First Exam	30						
Second Exam –If any							
Final Exam	50						
**Class work	10						
Projects/reports	5						



Research working papers							
Field visits							
Practical and clinical							
Performance Completion file							
Presentation/exhibition	5						
Any other approved works							
Total 100%							

* According to the instructions for granting a Bachelor's degree.

**According to the principles of organizing semester work, tests, examinations, and grades for the bachelor's degree.

Mid-term exam specifications table*

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO/ Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
1	2	1	1				30	5	10%	1

Final exam specifications table

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
1	2	1	1				40	5		1
										2
										3
										4
										5



26. Course Requirements:

(e.g.: students should have a computer, internet connection, webcam, account on a specific software/platform...etc.):

27. Course Policies:

- A- Attendance policies:
- 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:

28. References:

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

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

- B- Recommended books, materials, and media:

29. Additional information:

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Name of the Instructor or the Course Coordinator: Rami Aldweiri	Signature: 	Date:
Name of the Head of Quality Assurance Committee/ Department	Date:
Name of the Head of Department	Signature:	Date:
Name of the Head of Quality Assurance Committee/ School or Center	Signature:	Date:
Name of the Dean or the Director	Signature:	Date:

