

Course Syllabus

1	Course title	Marketing Management	
2	Course number	1604404	
3	Credit hours	3 hours	
	Contact hours (theory, practical)	3 hours	
4	Prerequisites/corequisites	-	
5	Program title	Bachelor in Marketing	
6	Program code	04	
7	Awarding institution	University of Jordan	
8	School	Business	
9	Department	Marketing	
10	Course level		
11	Year of study and semester (s)	2022-First Semester	
12	Other department (s) involved in teaching the course	Business	
13	Main teaching language	English	
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		

17 Course Coordinator:

Name: Doa'a Hajawi

Contact hours: 11:00-12:00 Mon –Wed

14:30-15:30 Sun-Tues-Thrs



Office number:

Phone

number: Email: d.hajawi@ju.edu.jo

18 Other instructors:

Name: Dr. Farah Shishan

Office number:

Phone number:

Email: f.Shishan@ju.edu.jo

Contact hours: 1-2 all week days

19 Course Description:

As stated in the approved study plan.

This course is intended to integrate the materials learned in all other marketing course works as well as prepare the student for a career in marketing. This course is designed to push students analytical and marketing abilities while empowering students to make critical marketing decisions based on a combination of facts, assumptions, and critical judgments. Emphasis is on the application of the marketing process in the turbulent global business environment. Marketing decisions, analysis, and issues are integrated with the goal of achieving customer satisfaction to gain a sustainable competitive advantage within an industry.

20 Course aims and outcomes:

A- Aims:

A1- Keep current with issues in buyer behavior and marketing strategy by reading newspapers, business magazines, books, and online news sources.

A2- Understand the basic framework for understanding marketing decision processes.

B- Students Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

SLOs SLOs of the course	SLO (1): B1- Understand and analyze the different components of marketing strategy and to put these skills into the marketing plan (Intellectual Analytical and Cognitive Skills).	SLO (2): B2- Analyze and evaluate alternative solutions and make a cogent recommendation on what solution needs to be taken to resolve the problem (Subject- Specific Skills).	SLO (3): B3- Apply specific marketing management concepts on a complete marketing plan for local or International Company (Transferable Key Skills).	SLO (4)
1. Examine current concepts of the Marketing role in business organizations and society, and explain the marketing principles in relation to the product, price, promotion and distribution functions	**		**	

2. Describe the theories and concepts in the field of digital Marketing				
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3. Identify ethical issues in marketing context and critically discuss ethical reasoning to Marketing and business circumstances.	**			
4. Utilize applicable central models and theories that relate to consumer behavior and marketing in the online and offline to research and analyze contemporary issues in Marketing.	**	**	**	
5. Utilize critical thinking and problem solving to analyze business environment and develop marketing strategies based on product, price, place and promotion objectives in different Market segments.	**	**		

6. Apply the marketing research process to collect, process, and analyze a range of data in order to provide solutions to marketing problems, and prepare oral presentation to			**	
professional standards.				
7. Appreciate the global nature of marketing and appropriate measures to operate effectively in international settings.				
8. Work efficiently within teams -to accomplish marketing projects	**	**	** (project required in teams)	

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	Chapter (1) Defining Marketing for the new realities		2 lectures Face -to-face and 1 lecture online	Oncampus and Microso ft teams	Synchronous		
	1.2							
	1.3							

2	2.1	Chapter (1) Defining Marketing for the new realities		2 lectures Face -to-face and 1 lecture online	Oncampus and Microso ft teams	Synchronous		
	2.2							
	2.3							
3	3.1	Chapter (1) Defining Marketing		2 lectures Face -to-face and 1 lecture online	Oncampus and	Synchronous		

		for the new realities			Microso ft teams			
	3.2							
	3.3							
4	4.1	Chapter (2) Developing marketing strategies and plans		2 lectures Face -to-face and 1 lecture online	Oncampus and Microso ft teams	Synchronous		
	4.2							
	4.3							
5	5.1	Chapter (6) Analyzing Consumer markets		2 lectures Face -to-face and 1 lecture online	Oncampus and Microso ft teams	Synchronous		
	5.2							
	5.3							

6	6.1	Chapter (6) Analyzing Consumer markets		2 lectures Face -to-face and 1 lecture online	Oncampus and Microso ft teams	Synchronous		
	6.2							
	6.3							
7	7.1	Chapter (11) Creating brand equity		2 lectures Face -to-face and 1 lecture online	Oncampus and Microso ft teams	Synchronous		
	7.2							
	7.3							

8	8.1	Chapter (13) Setting Product strategy		2 lectures Face -to-face and 1 lecture online	Oncampus and Microso ft teams	Synchronous		
	8.2							
	8.3							
9	9.1	Chapter (17) designing and managing integrated marketing channels		2 lectures Face -to-face and 1 lecture online	Oncampus and Microso ft teams	Synchronous		
	9.2							
	9.3							

10	10.1	Chapter (20) managing mass communica tion		2 lectures Face -to-face and 1 lecture online	Oncampus and Microso ft teams	Synchronous		
	10.2							
	10.3							
11	11.1	Presentatio ns		Face-to-face				
	11.2							
	11.3							
12	12.1	Presentatio ns		Face-to-face				
	12.2							
	12.3							

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
Project /Second	15	Ch 1,2	B1		On-campus
Mid-Term exam	30		B2,B3	November	On-campus
Participation	5				
Final exam	50	Ch 6,11,13,17,19	B2,B3	January	On-campus



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

Students should a laptop or smartphone, internet connection, Microsoft teams' account.

24 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:

25 References:

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

Marketing Management – 15th Edition –Philip Kotler and Kevin Keller B- Recommended books, materials, and media:

26 Additional information:

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Name of Course Coordinator: ----Doa'a Hajawi----Signature: -----Doa'a ----- Date: ----10/10/2022---

Head of Curriculum Committee/Department: ----- Signature: -----

Head of Department: ----- Signature: -----
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Head of Curriculum Committee/Faculty: ----- Signature: -----
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Dean: ----- Signature: -----



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