

## Course Syllabus

1	<b>Course title</b>	Marketing Strategy	
2	<b>Course number</b>	1604405	
3	<b>Credit hours</b>	3	
	<b>Contact hours (theory, practical)</b>	Theory	
4	<b>Prerequisites/corequisites</b>	1604201	
5	<b>Program title</b>	Bachelor Degree in Marketing	
6	<b>Program code</b>		
7	<b>Awarding institution</b>	The University of Jordan	
8	<b>School</b>	Business School	
9	<b>Department</b>	Marketing	
10	<b>Course level</b>		
11	<b>Year of study and semester (s)</b>	2021-2022- S1	
12	<b>Other department (s) involved in teaching the course</b>		
13	<b>Main teaching language</b>	English	
14	<b>Delivery method</b>	<input type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online	
15	<b>Online platforms(s)</b>	<input type="checkbox"/> Moodle <input type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....	
16	<b>Issuing/Revision Date</b>		

### 17 Course Coordinator:

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### 18 Other instructors:

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

### 19 Course Description:

*The course is an integration of all marketing elements in a strategic planning framework. It emphasizes areas of strategic importance, especially those that have significant implications and relevance for marketing policy decisions in competitive situations. You will develop skills in creating and evaluating marketing plans, strategies, and implementation programs so that you will be better prepared to manage the marketing problems you will encounter in your profession.*

### 20 Course aims and outcomes:

**A- Aims:**

The aim of this course is to help students learn to develop a customer-oriented market strategy and market plan.

**B- Students Learning Outcomes (SLOs):**

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

1. Critically define the concept of Marketing strategy
2. Describe the main ideas and tools used create a marketing strategy and apply them in different marketing contexts.
3. Develop and design a marketing strategy for a firm to achieve its marketing objectives for its target market(s).
4. Present arguments or conclusions of the designed marketing channels clearly in an appropriate form to the intended audience.

SLOs	SLO (1)	SLO (2)	SLO (3)	SLO (4)
<b>SLOs of the program</b>				
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.		**		
3 Identify ethical issues in marketing context and critically discuss ethical reasoning to Marketing and business circumstances.				
4 Utilize 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.			**	**

## 21. Topic Outline and Schedule:

Week	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
1+2	<b>Chapter 1</b> Marketing in Today's Economy	Acquire an understanding of the dynamic nature of today's environment and its influence on the marketing activities  (SLO 1)	Face to face	Moodle And Microsoft Teams	Synchronous	Exams and project	
3	<b>Chapter 2:</b> Strategic Marketing planning	<i>Develop an understanding of the various components of the marketing plan.</i>  (SLO 2)					
4+5	<b>Chapter 3:</b> Collecting and Analyzing Marketing Information	<i>Develop an understanding and skill in conducting a situational analysis</i>  (SLO 2)					
6	<b>Chapter 4</b> Developing Competitive advantage and Strategic Focus	<i>Develop an understanding and skill in conducting a swot analysis</i>  (SLO 2)					
7	<b>Chapter 5</b>	Discuss alternative strategies for					

	Customers, Segmentation and Target Marketing	segmenting and targeting markets <b>(SLO 2)</b>					
8+9	<b>Chapter 6</b> The Marketing Program	Develop a marketing program that will fulfill the target's needs and wants better than the competition <b>(SLO 2)</b>					
10	<b>Chapter 7</b> Branding and Positioning	Understand the importance of brands and key ideas associated with brand positioning					
11	<b>Chapter 9</b> Marketing Implementation and control	<i>Develop an understanding of the importance of the implementation process in the marketing plan success</i>					
12-14	Students presentations	<b>(SLO 3+4)</b>					

## 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		1+2	TBC	



Group Project	15		3+4		
Participation	5		1+2		
Final Exam	50		1+2	TBC	

### 23 Course Requirements

**(e.g: students should have a computer, internet connection, webcam, account on a specific software/platform...etc):** In order to engage effectively with the online learning materials, students must have internet connection.

### 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:

**Main textbook:**

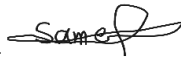
**Main textbook: *Marketing Strategies (text and cases), 6<sup>th</sup> edition by Ferrell and Hartline***



**B- Recommended books, materials, and media:**

Journal articles to support textbook materials.

**26 Additional information:**

Name of Course Coordinator: --- <i>Samer Hamadneh</i> Signature: -  ---Date: 13/10/2021----- -----
Head of Curriculum Committee/Department: ----- Signature: ----- ---
Head of Department: ----- Signature: ----- -
Head of Curriculum Committee/Faculty: ----- Signature: ----- -
Dean: ----- Signature: -----