



Form: Course Syllabus	Form Number	EXC-01-02-02A
	Issue Number and Date	2963/2022/24/3/2 5/12/2022
	Number and Date of Revision or Modification	2/(10/12/2023)
	Deans Council Approval Decision Number	50/2023
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	Number of Pages	06

1.	Course Title	Marketing strategy
2.	Course Number	1604405
3.	Credit Hours (Theory, Practical)	3
	Contact Hours (Theory, Practical)	3
4.	Prerequisites/ Corequisites	0
5.	Program Title	Marketing
6.	Program Code	04
7.	School/ Center	Business
8.	Department	Marketing
9.	Course Level	4 th
10.	Year of Study and Semester (s)	First 2025-2026
11.	Other Department(s) Involved in Teaching the Course	
12.	Main Learning Language	English
13.	Learning Types	<input type="checkbox"/> Face to face learning <input type="checkbox"/> xBlended <input type="checkbox"/> Fully online
14.	Online Platforms(s)	<input type="checkbox"/> Moodle <input type="checkbox"/> Microsoft Teams
15.	Issuing Date	9-10-2025
16.	Revision Date	9-10-2025

17. Course Coordinator:

Name:	zaid obeidat	Contact hours:
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Office number:

z.obeidat@ju.edu.jo

Phone number: Email:

18. Other Instructors:

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

19. Course Description:

As stated in the approved study plan.

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. As part of the course requirements, you will prepare marketing cases for class discussion, conduct environmental,



competitive, and customer analyses, and develop several strategic marketing plans. The course also makes extensive use of team-based assignments and active class discussion.

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-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** 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.



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

1. Acquire an understanding of the dynamic nature of today's environment and its influence on the marketing activities
2. Develop an understanding of the various components of the marketing plan
3. Develop an understanding and skill in conducting a situational analysis
4. Develop an understanding and skill in conducting a swot analysis
5. Develop an understanding of the product strategy
6. Develop an understanding of the price strategy
7. Develop an understanding of the promotion strategy
8. Develop an understanding of the distribution strategy
9. Develop an understanding of the importance of the implementation process in the marketing plan success
10. Acquire the skill to develop a marketing plan

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



7		X	X			
8		X	X			
9		X	X			
10		X	X			X

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

Program ILOs Course ILOs	ILO (1)	ILO (2)	ILO (3)	ILO (4)	ILO (5)	ILO (6)	ILO (7)	ILO (8)
1	X							
2	X							
3	X				x			
4	X				x			
5	X				x			
6	X				x			
7	X				X			
8	X				X			
9					X	X		
10				X	X	X		

23. 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	<i>Chapter (1) Marketing Strategy: Marketing in today's economy</i>	1	Face to Face				Text
	1.2		1	Face to Face				Text
	1.3		1	Blended	Elearning			Text
2	2.1	<i>Chapter (2) Strategic marketing planning</i>	2	Face to Face				Text
	2.2		2	Face to Face				Text
	2.3		2	Blended				Text
3	3.1	<i>Chapter (3)Collecting/Analyzing Marketing Information</i>	3	Face to Face				Text
	3.2		3	Face to Face				Text
	3.3		3	Blended				Text
4	4.1	<i>Chapter (4)Develping Competitive</i>	4	Face to Face				Text
	4.2		4	Face to Face				Text



4.3	<i>Advantage and Strategic Focus</i>	4	Blended					Text
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5	5.1	<i>Chapter (5) Customers, Segmentation and Target Marketing</i>	4	Face to Face				Text
	5.2		4	Face to Face				Text
	5.3		4	Blended				Text
6	6.1	<i>Chapter (6) the marketing program</i>	5-6-78	Face to Face				Text
	6.2		5-6-78	Face to Face				Text
	6.3		5-6-78	Blended				Text
7	7.1	<i>Chapter (6) the marketing program</i>	56-78	Face to Face				Text
	7.2			Face to Face				Text
	7.3			Blended				



8	8.1	Chapter (7) Branding and Positioning	5- 6- 78	Face to Face				Text
	8.2		56- 78	Face to Face				Text
	8.3		56- 78	Blended				Text
9	9.1	Implementation and control	9- 10	Face to Face				Text
	9.2		9- 10	Face to Face				Text
	9.3		9- 10	Blended				Text
10	10.1	Implementation and control	9- 10	Face to Face				Text
	10.2		9- 10	Face to Face				Text
	10.3			Blended				
11	11.1	Project presentation	10	Face to Face				
	11.2		10	Face to Face				
	11.3		10	Face to Face				
12	12.1	Project presentation	10	Face to Face				



	12.2		10	Face to Face				
	12.3		10	Face to Face				
13	13.1	Project presentation	10	Face to Face				
	13.2		10	Face to Face				
	13.3		10	Face to Face				
14	14.1	Project presentation	10	Face to Face				
	14.2		10	Face to Face				
	14.3		10	Face to Face				
15	15.1	Project presentation	10	Face to Face				
	15.2		10	Face to Face				
	15.3		10	Face to Face				

24. Evaluation Methods:

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

Evaluation Activity	Mark	Topic(s)	ILO/s Linked to the Evaluation activity	Period (Week)	Platform
Midterm Exam	30	1-2-3	1,2,3	1-2-3	In class
Final exam	50	4-5-6-7-9	4-5-6-7-9	4-10	In class



Project	10	1-9	1-10	11	In class
Class work	10				Online

25. Course Requirements:

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

In groups, all students must develop a marketing plan for a newly developed company or product incorporating all steps addressed in the text book. This includes writing a mission/vision, conducting a situational analysis, Swot, setting the goals and objectives, developing the marketing program, and highlighting the steps for implementation, evaluation, and control.

26. 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:

27. References:

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



Marketing Strategies (text and cases), 6th edition by Ferrell and Hartline

B- Recommended books, materials, and media:

28. Additional information:

Name of the Instructor or the Course Coordinator:	Signature:	Date:
Professor Zaid Obeidat	Zaid ob.....	9-10-2024
Name of the Head of Quality Assurance Committee/ Department	Signature:	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:
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