The University of Jordan

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Form: **Course Syllabus**	**Form Number**	EXC-01-02-02A
	Issue Number and Date	2/3/24/2022/2963 05/12/2022
	Number and Date of Revision or Modification	2023/10/15
	Deans Council Approval Decision Number	265/2024/24/3/2
	The Date of the Deans Council Approval Decision	2024/1/23
	Number of Pages	06

1.	**Course Title**	Contemporary issues in marketing
2.	**Course Number**	1604433
3.	**Credit Hours (Theory, Practical)**	3
	Contact Hours (Theory, Practical)	0
4.	**Prerequisites/ Corequisites**	0
5.	**Program Title**	Marketing
6.	**Program Code**	04
7.	**School/ Center**	Business
8.	**Department**	Marketing
9.	**Course Level**	4th year
10.	**Year of Study and Semester (s)**	2024/2025
11.	**Program Degree**	Bachelor
12.	**Other Department(s) Involved in Teaching the Course**	NA
13.	**Learning Language**	English
14.	**Learning Types**	☐Face to face learning ■Blended ☐Fully online
15.	**Online Platforms(s)**	☐Moodle ■Microsoft Teams
16	**Issuing Date**	7/2/2025
17.	**Revision Date**	20/4/205

18. Course Coordinator:

Name: Dr.Doa'a Hajawi	Contact hours: Sun-Tues : 11:30-12:30
	Mon-Wed: 2:30-3:30
Office number: 8 building no 2 business school	Phone number::
Email: d.hajawi@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:

As stated in the approved study plan.

This course introduces students to the latest trends and issues in marketing using the latest articles on a number of selected topics.

A- Aims: assist students to understand the main concepts, methods and strategies of emerging topics in marketing and dynamic business environment

B- Students Learning Outcomes (SLOs):

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

1- Students will have the opportunity to build a larger scope of vision to various areas and topic in Marketing.
2- To enable students to have broader line of awareness of the newly viable topics taking place in marketing profession especial social media and AI influence on business environment
3- To have students aware of the importance of non-market activities that affect the market activities such as social responsibility, ethics, legal, and environmental issues.
4- Be able to apply the main concepts into real industry examples
5- Be able to work within team with local marketing agencies

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.	☒	☐	☒
2.	☐	☐	☒
3.	☐	☒	☐
4.	☒	☒	☒
5.	☒	☒	☒

* 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.	☒						
2.				☒	☒		
3.		☒					
4.						☒	
5.						☒	

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	☒	☒	☒	☒	☒	☒	☒	☒
2	☒	☒	☒	☒	☒	☒	☒	☒
3	☒	☒	☒	☒	☒	☒	☒	☒
4	☒	☒	☒	☒	☒	☒	☒	☒
5	☒	☒	☒	☒	☒	☒	☒	☒
6								
7								
8								

*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	**The challenges of Contemporary marketing**						
	1.2	Chapter (1) The Role of Social Media Marketing						

	1.3							
2	2.1	Chapter (2) Goals and Strategies						
	2.2							
	2.3							
3	3.1	Chapter (3) Identifying Target Audiences						
	3.2							
	3.3							
4	4.1	Chapter (4) Rules of Engagement for SMM						
	4.2							
	4.3							
5	5.1	Chapter (5) Social Media Monitoring						
	5.2							
	5.3							
6	6.1	The effect of AI on Marketing / Article						
	6.2							
	6.3							
7	7.1	The effect of AI on consumer behavior / Article						
	7.2							
	7.3	Case						
8	8.1							
	8.2	Data Overlod & measuring Complexity						
	8.3							
9	9.1							

	9.2	Customer expectations and privacy concern							
	9.3								
10	10.1	Personal Branding							
	10.2								
	10.3								
11	11.1	Personal; Branding							
	11.2								
	11.3								
12	12.1	Project Presentation							
	12.2								
	12.3								
13	13.1								
	13.2	Project Presentation							
	13.3								
14	14.1								
	14.2	Project Presentation							
	14.3								
15	15.1	Final exam							
	15.2								
	15.3								

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	NA						
Final Exam	40	☒	☒	☒	☒	☒	

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**Class work	5	☒	☒	☒	☒	☒	
Projects/reports	10			☒	☒	☒	
Research working papers	NA						
Field visits	SAME PROJECT			☒	☒	☒	
Practical and clinical	NA						
Performance Completion file	NA						
Presentation/ exhibition	10	☒	☒	☒	☒	☒	
Any other approved works	5						
Total 100%	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	1	1	4	2	1	10	100	100	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
										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:

Social Media Marketing strategic approach book 2nd ed authors: Barker et al 2022

B- Recommended books, materials, and media:

Extra research articles and video lectures

29. Additional information:

This syllabus subject to change during the semester due to the marketing trends and dynamic changes

Name of the Instructor or the Course
Coordinator: Dr. **Doa'a Hajawi**

Signature:
Doaa Hajawi
……..……………

Date:
……1/10/2025..………
…

Name of the Head of Quality Assurance Committee/ Department …… Dr. **Doa'a Hajawi** ……………………………………..	Signature: … **Doaa Hajawi** …………..………………	Date: …1/10/2025…..……… …
Name of the Head of Department **Dr.Nawras al Nusirat** …………………………………….	Signature: …………..……………… …	Date: …1/10/2025…..……… …
Name of the Head of Quality Assurance Committee/ School or Center ……………………………………………… ….	Signature: …………..……………… …	Date: ……..…………
Name of the Dean or the Director ……………………………………………… ….	Signature: …………..……………… …	Date: ……..…………