

## Course Syllabus

1	<b>Course title</b>	Contemporary issues in marketing	
2	<b>Course number</b>	1604445	
3	<b>Credit hours</b>	3	
	<b>Contact hours (theory, practical)</b>	3	
4	<b>Prerequisites/corequisites</b>	0	
5	<b>Program title</b>	Marketing	
6	<b>Program code</b>	04	
7	<b>Awarding institution</b>	Jordan University	
8	<b>School</b>	Business	
9	<b>Department</b>	Marketing	
10	<b>Course level</b>	4 <sup>th</sup> year	
11	<b>Year of study and semester (s)</b>	First semester 2022-2023	
12	<b>Other department (s) involved in teaching the course</b>	None	
13	<b>Main teaching language</b>	English	
14	<b>Delivery method</b>	<input type="checkbox"/> xFace 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>	14-10-2022	

### 17 Course Coordinator:

Name: Zaid Obeidat

Contact hours: 11-12

Office number:

Phone number:

Email: z.obeidat@ju.edu.jo

**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.

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

## 20 Course aims and outcomes:

### A- Aims:

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

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

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

1- to give students an 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

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.

SLOs SLOs of the course	SLO (1)	SLO (2)	SLO (3)	SL O (4)	SLO (5)	SLO (6)	SLO (7)	SLO (8)
1	X							X
2	X							X
3	X							x

## 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	Chapter (1) introduction to consumer misbehavior	1	Face to face	In class			

Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
2	2.1	Chapter (2) controlling consumer misbehavior	1	Face to face	In class			
3	3.1	Chapter (3) shoplifting	4	Face to face	In class			
4	4.1	Chapter (4) complaining behavior	4	Face to face	In class			
5	5.1	Chapter (5) returnaholics	5-6	Face to face	In class			
6	6.1	Chapter (6) counterfeiting	8	Face to face	In class			
7	7		5-6	Face to face	In class			

		Chapter (7) revenge behavior						
8	8.1	Chapter (8) piracy	7	Face to face	In class			
9	9	Project presentation	1-10	Face to face	In class			
10	10	Project presentation	1-10	Face to face	In class			
11	11	Project presentation	1-10	Face to face	In class			

## 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	Chapters 1,2,3,	1	8	In class



Final Exam	50	chapters ,4-8	1	16	In class
Project presentation	10		8	9-15	In class
Class work and exercises	10				In class

### 23 Course Requirements

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

### 24 Course Policies:

A- Attendance policies: students must attend at least 85% of lectures

B- Absences from exams and submitting assignments on time: following JU roles and regulations

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior: following JU roles and regulations

E- Grading policy: following JU roles and regulations

F- Available university services that support achievement in the course:

### 25 References:

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

Journal of Marketing

Journal of Consumer Marketing

Journal of International Marketing

The Wall Street Journal

Fortune

The Economist

Business Week

Harvard Business Review

Business Review Weekly

Any Journal of Promotion and Marketing Communication, Ethics and E-  
Marketing

B- Recommended books, materials, and media:

**26 Additional information:**



Name of Course Coordinator: --zaid obeidat-----Signature: --zaidob-----
----- Date: ---14-10-2022-----
Head of Curriculum Committee/Department: ----- Signature: ----- ---
Head of Department: ----- Signature: ----- -
Head of Curriculum Committee/Faculty: ----- Signature: ----- -
Dean: ----- Signature: -----