

Course Syllabus

1	Course title	Principles of Marketing	
2	Course number	1604201	
3	Credit hours	3	
	Contact hours (theory, practical)	Theory 3	
4	Prerequisites/corequisites	-	
5	Program title	BA in Marketing	
6	Program code	04	
7	Awarding institution	University of Jordan	
8	School	Business	
9	Department	Marketing	
10	Course level	First year	
11	Year of study and semester (s)	First semester 2022/2023	
12	Other department (s) involved in teaching the course	-	
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 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	8/10/2022	

17 Course Coordinator:

Name: Eatedal basheer	Contact hours: Sunday and Tuesday (12:30-1)
Thursday (11:30-12:30) Monday and Wednesday (8-8:30)	
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18 Other instructors:

Name: Yazeed al-masri

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Email: Y.almasri@ju.edu.jo

Contact hours: Monday and Wednesday (10-11)

Sunday ,Tuesday and Thursday (10:30-11)

Name: Ayat Alhawary

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Email: a.alhawary@ju.edu.jo

Contact hours: Sunday , Tuesday and Thursday (8-8:30)

Monday and Wednesday (9:30-10)

19 Course Description:

This course seeks to introduce and develop a general understanding of the key concepts, tools and theories of relevance to marketers today. Marketing has become recognized as a vital ingredient of business in many different sectors. The contexts in which marketing will be considered in this module will range from consumer marketing through to services marketing, business-to-business, social marketing and not-for-profit marketing. The module will start by examining the history and philosophy of the marketing concept and the basic principles of marketing management and strategy. It will consider aspects of buyer behavior, marketing research and the marketing mix, extending to the services marketing mix.

20 Course aims and outcomes:

A- Aims:

This course is designed to help students to understand the marketing mix; mainly the 4Ps and all the involved activities including the environmental factors which influence consumer and organizational decision-making processes

B- Students Learning Outcomes (SLOs):

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

- 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-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.
- 3- 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.
- 4-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.



SLOs 4 SLOs of the course	SLO (1)	SLO (2)	SLO (3)	SLO (4)
1 Acquire the needed intellectual skills and cognitive and analytical tools to design and develop marketing mix elements	*			
2 Understand the marketing environment and the environmental forces			*	
3 Understanding the targeting strategies and use the market segmentation variables usefully in the marketing context				*
4 Understanding the differences between consumer market and business market and some of the effective marketing strategies that should be applied to each one of them	*	*		
5 Identifying the stages of the consumer buying decision process and understanding the types of consumer decision making and the level of involvement		*	*	



6. Employ the 4Ps effectively according to the consumer needs and wants	*		*	*
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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	Orientation		Face to face		Synchronous	Discussions + Exams	textbook
	1.2	Orientation		Face to face		Synchronous	Discussions + Exams	textbook
	1.3	Chapter 1		Face to face		Synchronous	Discussions + Exams	textbook
2	2.1	Chapter 1		Face to face		Synchronous	Discussions + Exams	textbook
	2.2	Chapter 1		Face to face		Synchronous	Discussions + Exams	textbook
	2.3	Chapter 1		Face to face		Synchronous	Discussions + Exams	textbook
Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
3	3.1	Chapter 1		Face to face		Synchronous	Discussions + Exams	textbook

	3.2	Chapter 1		Face to face		Synchronous	Discussions + Exams	textbook
	3.3	Chapter 4		Face to face		Synchronous	Discussions + Exams	textbook
4	4.1	Chapter 4		Face to face		Synchronous	Discussions + Exams	textbook
	4.2	Chapter 4		Face to face		Synchronous	Discussions + Exams	textbook
	4.3	Chapter 4		Face to face		Synchronous	Discussions + Exams	textbook
5	5.1	Chapter 6		Face to face		Synchronous	Discussions + Exams	textbook
	5.2	Chapter 6		Face to face		Synchronous	Discussions + Exams	textbook
	5.3	Chapter 6		Face to face		Synchronous	Discussions + Exams	textbook
6	6.1	Chapter 6		Face to face		Synchronous	Discussions + Exams	textbook
	6.2	Chapter 6		Face to face		Synchronous	Discussions + Exams	textbook
	6.3	Chapter 6		Face to face		Synchronous	Discussions + Exams	textbook
7	7.1	Chapter 8		Face to face		Synchronous	Discussions + Exams	textbook

	7.2	Chapter 8		Face to face		Synchronous	Discussions + Exams	textbook
	7.3	Chapter 8		Face to face		Synchronous	Discussions + Exams	textbook
8	8.1	Chapter 8		Face to face		Synchronous	Discussions + Exams	textbook
	8.2	Chapter 8		Face to face		Synchronous	Discussions + Exams	textbook
	8.3	Chapter 8		Face to face		Synchronous	Discussions + Exams	textbook
9	9.1	Chapter 10		Face to face		Synchronous	Discussions + Exams	textbook
	9.2	Chapter 10		Face to face		Synchronous	Discussions + Exams	textbook
	9.3	Chapter 10		Face to face		Synchronous	Discussions + Exams	textbook
10	10.1	Chapter 10		Face to face		Synchronous	Discussions + Exams	textbook
	10.2	Chapter 10		Face to face		Synchronous	Discussions + Exams	textbook
	10.3	Chapter 10		Face to face		Synchronous	Discussions + Exams	textbook
11	11.1	Chapter 14		Face to face		Synchronous	Discussions + Exams	textbook

	11.2	Chapter 14		Face to face		Synchronous	Discussions + Exams	textbook
	11.3	Chapter 14		Face to face		Synchronous	Discussions + Exams	textbook
12	12.1	Chapter 14		Face to face		Synchronous	Discussions + Exams	textbook
	12.2	Chapter 14		Face to face		Synchronous	Discussions + Exams	textbook
	12.3	Chapter 14		Face to face		Synchronous	Discussions + Exams	textbook
13	13.1	Chapter 16		face to face		Synchronous	Discussions + Exams	textbook
	13.2	Chapter 16		Face to face		Synchronous	Discussions + Exams	textbook
	13.3	Chapter 16		Face to face		Synchronous	Discussions + Exams	textbook
14	14.1	Chapter 16		Face to face		Synchronous	Discussions + Exams	textbook
	14.2	Chapter 16		Face to face		Synchronous	Discussions + Exams	textbook
	14.3	Chapter 16		Face to face		Synchronous	Discussions + Exams	textbook
15	15.1	Chapter 20		Face to face		Synchronous	Discussions + Exams	textbook

	15.2	Chapter 20		Face to face		Synchronous	Discussions + Exams	textbook
	15.3	Chapter 20		Face to face		Synchronous	Discussions + Exams	textbook

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
Mid-term exam	30	Chapters 1+4+6	2+3+4	6 th week	
Second exam	15	Chapter 8	3	8 th week	
Participation	5				During face to face lectures
Final exam	50	All chapters	1+2+3+4	The last week	

23 Course Requirements

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24 Course Policies:

A- Attendance policies:

Students are not allowed to miss more than 15% of the classes during the Semester. Failing to meet this requirement will be dealt with according to the university disciplinary



rules

B- Absences from exams and submitting assignments on time:

The final exam consists of MCQs and it is going to be a computer-based. The time will be assigned in advance of exams time.

No make-up exam could be held if the student failed in providing approved absence form signed by the dean or the Assistant Dean for Students affairs.

No make-up for the make-up exam.

C- Health and safety procedures: N/A

D- Honesty policy regarding cheating, plagiarism, misbehavior:

Any inappropriate behavior (inside the group, during the exam, during the Forum discussions) will not be tolerated and student will face consequences based on the University disciplinary rules

E- Grading policy:

It depends on the average

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

25 References:

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

MKTG 9th Ed. C. Lamb, J. Hair, C. McDaniel (2016). Cengage learning

B- Recommended books, materials, and media:

-Marketing 17th Ed. Hult, G., Ferrell, O., and Pride, W. (2014). South-Western Cengage Learning. -

Principles of Marketing 16th Ed. Kotler, P., and Armstrong, G. (2015). global edition. Pearson. -

Marketing 14th Ed. Etzel, M., Walker, B., and Stanton, W. (2009). McGraw-Hill. - Principles and

practice of marketing 7th Ed. Jobber, D., and Ellis-Chadwick, F. (2012). McGraw-Hill.

26 Additional information:

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Name of Course Coordinator: Eatedal basheer Signature: Eatedal Date: 8-10-2022
Head of Curriculum Committee/Department: ----- Signature: ----- ---
Head of Department: ----- Signature: ----- -
Head of Curriculum Committee/Faculty: ----- Signature: ----- -
Dean: ----- Signature: -----