



Faculty of Business

Department of Marketing

Study Plan of the Bachelor's Degree

In: Marketing

Academic Year: 2017 / 2018

**Vision of the Department:**

Entrepreneurship and distinction in research and academic fields.

Mission of the Department:

Preparing professional and creative competencies in marketing field.

Objectives of the Department:

1. Providing an appropriate educational environment.
2. Providing specialized human cadres in marketing field.
3. Conducting site-based research in marketing field.
4. Enhancing strategic partnerships with business sectors in local and international levels.
5. Providing labor market with equipped alumnus equipped with knowledge and skills in the field of marketing.
6. Empowering alumnus with competencies needed for decision-making techniques in marketing field.
7. Equipping students with skills of marketing, to attract customers, explore markets and analyze relevant data.

Intended Learning Outcomes (ILOs):

First: the outcomes of the marketing program/bachelor

- The student should be able to carry out the quantitative and qualitative research and apply this knowledge in the completion of the marketing research in the business organizations, and benefit from them in the thesis of the Master's degree.
- The ability to analyze, think critically, recruit the gained marketing knowledge, the use of marketing information and electronic databases, and the quantitative and qualitative methods in undertaking and evaluating marketing decisions in the business environment and solving marketing problems facing the organizations.
- The ability to analyze the internal and external factors and the identification of opportunities and threats to the environment and its impact on the marketing strategy of the Organization.
- To possess knowledge and skill in identifying the needs of customers and identification of demand for goods and services provided by the Organization and the identification of potential



customers and marketing opportunities for the formulation of marketing plans of business organizations.

- To be able to implement the marketing functions of the planning and development of goods, services, pricing, distribution, and promotion in local and international markets.
- To understand and estimate the role of marketing in the formulation, implementation and monitoring of marketing strategies in the service of the target market.
- To possess profound and specialized knowledge which qualify him to occupy specialized functions in the management of brand name, marketing research, public relations, advertisements and sales.

Second: the outcomes of the marketing program, Master's degree

- To carry out quantitative and qualitative research and the application of knowledge in the Marketing Research in the thesis of the Master's degree.
- The ability of the student to analyze, think critically, and recruit the gained marketing knowledge.
- To use the marketing knowledge and information within the quantitative and qualitative methods in undertaking and evaluating marketing decisions in the business environment and solving marketing problems facing the organizations.
- The ability to analyze the internal and external factors and the identification of opportunities and threats to the environment and its impact on the marketing strategy of the Organization.
- The ability to analyze in identifying the needs of customers and identification of demand for goods and services provided by the Organization and the identification of potential customers and marketing opportunities for the formulation of marketing plans of business organizations.
- The ability to develop plans, programs and operational strategies of marketing functions for the planning and development of goods, services, pricing, distribution and promotion in local and international markets.
- The ability to formulate, implement and control the marketing strategies in the service of the target market and its reflections on the business organizations



Framework

Framework of the Bachelor's Degree in marketing (132 Cr. Hrs.)

Sequence	Classification	Credit Hours	Percent %
1st	University Requirements	27	20%
2nd	Faculty Requirements	24	18%
3rd	Department Requirements	69	52%
4th	Ancillary Courses	12	10%
Total		132	%100

Course Numbering

				4	2
Sequence	Course Level	Cognitive Domain	Dept. Code	Faculty Code	

Cognitive Domains

Number	Cognitive Domain	Credit Hours
0	Fundamentals of Marketing. (Theoretical field)	18
1	Marketing processes. (Theoretical field)	15
2	Marketing facilitation. (Theoretical field)	9
3	Applied Marketing. (Theoretical field)	9
4	Support area.	12
5	Practical Training.	3
6	graduation project	3
7	Evaluation of fourth year materials.	0



1. University Requirements: (27 Credit Hours)

A. Compulsory Requirements: (18 Credit Hours)

Course No.	Course Title	Cr. Hr.
5501101	Military sciences	3
5501102	Arabic language (I)	3
5501103	English Language (I)	3
55011204	Knowledge Skills and Basics	3
55011205	Life Skills	3
55011306	Entrepreneurship and Creativity	3
55011307	University Culture and Behavior	3
Total		18

B. Elective Requirements: (9 Credit Hours) from the following list:

Course No.	Course Title	Cr. Hr.	Prerequisite
55021101	Arabic Language (2)	3	5501101
55021102	English Language (2)	3	5501102
55021203	Principles of Psychology	3	-
55021204	Human Rights	3	-
55021305	Introduction to Arts	3	-
55031101	Islamic Culture	3	-
55031102	Islamic Arab Civilization	3	-
55031203	History of Jordan and Palestine	3	-
55031204	Management of our Life	3	-
55031305	Introduction to E-Commerce	3	-
55031306	Principles of Law	3	-
55041101	Health of Individuals and Society	3	-
55041102	Information Technology and Problem Solving	3	-
55041203	Environment and Society	3	-



55041204	Food and Health	3	-
55041205	Economics and Agriculture	3	-
55041306	Vocational Safety	3	-
55041307	Communications and the Internet	3	-
Total		9	

2. Faculty Requirements: (24 Credit Hours)

A. Compulsory Requirements: (24 Credit Hours)

Course No.	Course Title	Cr. hr.	Theoretical	Practical	Prerequisite
2101101	Management Basics	3	-	-	-
2201101	Accounting Principles (I)	3	-	-	-
23051101	Micro-economic Principles Marketing Principles	3	-	-	-
2401101	Principles of Financial management	3	-	-	-
2301101	Principles of Insurance (I)	3	-	-	-
23041101	Principles of management	3	-	-	-
2501101	Information systems	3	-	-	-
25051102	Principles of statistics	3	-	-	-
Total		24			

B. Elective Requirements: (..... Credit Hours)

Course No.	Course Title	Cr. hr.	Theoretical	Practical	Prerequisite
	There is no				
Total					



3. Department Requirements (69 Credit Hours)

A. Compulsory Requirements: (54 Credit Hours)

Course No.	Course Title	Cr. hr.	Theoretical	Practical	Prerequisite
2401102	Consumer behavior	3			2401101
24012103	Product Planning and development	3			2401101
24012104	Distribution channels	3			2401101
24012105	Marketing Communications	3			2401101
24012206	Sales Management	3			2401101
24022101	Marketing Management	3			2401101
24022103	Marketing strategy	3			2401101
24023102	Marketing Research	3			2401101
24023204	Brand Management	3			2401101
24024105	International Marketing	3			2401101
24033101	E-Marketing	3			24012105
24033102	Personal Sale	3			24012206
24033103	Practical Applications in Advertising	3			24022101
24033204	Customer Relationship Management	3			24022101
24044101	Marketing Services	3			24022103
24044102	Industrial Marketing	3			24022103
24044103	Banking Marketing	3			24022103
24044104	Tourism marketing	3			24022103
Total		54			



B. Elective Requirements: (15 Credit Hours)

Course No.	Course Title	Cr. hr.	Theoretical	Practical	Prerequisite
24012207	Pricing Management	3			24022101
24022205	Retail Management	3			24012104
24022206	Marketing Information Systems	3			24011101
24022207	Marketing Knowledge management	3			24022101
24033205	Trade Fairs Department	3			24011101
24033206	Public Relations Department	3			24011101
24033207	Social networking	3			24033101
24033208	Negotiation Department	3			24011101
24044205	Social Marketing	3			24011101
24044206	Agricultural Marketing	3			24011101
24044207	Green Marketing	3			24011101
24044208	Practical Training	3			-----
24044209	Graduation Project	3			-----
Total		15			

4. Ancillary Courses (12 Credit Hours):

Course No.	Course Title	Cr. hr.	Theoretical	Practical	Prerequisite
21012205	Human resources management	3			21011101
21042203	Supply Chain Management	3			21011101
21051201	Commercial legislation	3			-----
22034201	Management accounting	3			22011101
Total		12			



Advisory Study Plan for the Bachelor's Degree in

First Year				
First Semester				
Course No.	Course Title	Cr. hrs.	Prerequisite	Co-requisite
2101101	Management Basics	3	-----	-----
2201101	Accounting Principles (I)	3	-----	-----
2301101	Principles of Financial Management	3	-----	-----
2401101	Marketing Principles	3	-----	-----
2501101	Principles of management Information systems	3	-----	-----
55011307	University culture and behaviour	0	-----	-----
Total		15		

Second Semester				
Course No.	Course Title	Cr. hrs.	Prerequisite	Co-requisite
23051101	Micro-economic Principles	3	-----	-----
23041101	Principles of Insurance (I)	3	-----	-----
25051102	Principles of statistics	3	-----	-----
55011101	Military Science	3	-----	-----
55011102	Arabic language (I)	3	-----	-----
Total		15		



Second Year				
First Semester				
Course No.	Course Title	Cr. hrs.	Prerequisite	Co-requisite
24022101	Marketing Management	3	-----	-----
24011102	Consumer behavior	3	-----	-----
22034201	Cost accounting	3	-----	-----
24012103	Product Planning and development	3	-----	-----
-----	University elective article	3	-----	-----
Total		15		

Second Semester				
Course No.	Course Title	Cr. hrs.	Prerequisite	Co-requisite
24023102	Marketing Research	3	-----	-----
24012104	Distribution channels	3	-----	-----
24012105	Marketing Communications	3	-----	-----
21042203	Supply Chain Management	3	-----	-----
-----	Optional specialty Material	3	-----	-----
Total		15		



Third Year				
First Semester				
Course No.	Course Title	Cr. hrs.	Prerequisite	Co-requisite
24033103	Practical Applications in Advertising	3	-----	-----
24023204	Brand Management	3	-----	-----
55011204	Life skills	3	-----	-----
55011103	English language (I)	3	-----	-----
55011205	Basics and cognitive skills	3	-----	-----
-----	Optional article	3	-----	-----
Total		15		

Second Semester				
Course No.	Course Title	Cr. hrs.	Prerequisite	Co-requisite
24033204	Customer Relationship Management	3	24022101	-----
24012206	Sales Management	3	24011101	-----
24033102	Personal Sale	3	24012206	-----
55011306	Leadership and creativity	3	-----	-----
-----	Optional specialty Material	3	-----	-----
-----	Optional article	3	-----	-----
Total		18		



Fourth Year				
First Semester				
Course No.	Course Title	Cr. hrs.	Prerequisite	Co-requisite
24033101	E-Marketing	3	24012105	-----
24022103	Marketing strategy	3	24022101	-----
24044102	Industrial Marketing	3	24022103	-----
24024108	International Marketing	3	24022101	-----
-----	University elective article	3	-----	-----
-----	Optional article	3	-----	-----
Total		18		

Second Semester				
Course No.	Course Title	Cr. hrs.	Prerequisite	Co-requisite
24044103	Banking Marketing	3	24022103	-----
24044104	Tourism marketing	3	24022103	-----
24044101	Marketing Services	3	24022103	-----
21051201	Commercial legislation	3	-----	-----
21012205	Human resources management	3	21011101	-----
-----	University elective article	3	-----	-----
Total		18		



Description of Courses offered by the

Number	Course
1	(24011101) Marketing Principles of marketing principles (3 credit hours) previous requirement (none): This course aims to familiarize students with modern marketing principles and concepts, including the study of the evolution of marketing concepts, the marketing environment, market segmentation, consumer behaviour, marketing information and research, Target markets, product development, marketing channels, price policy development and integrated marketing communications.
2	(24022101) Marketing Management Manager: (3 credit hours) previous requirement (24011101): This course aims to equip students with skills related to how to apply managerial functions to marketing activity, marketing planning skills, organization, coordination and marketing guidance. Command, control, implementation of marketing activities, marketing decision-making process, finally control, marketing auditing, and the properties of the global marketing manager.
3	(24011102) Consumer behavior Consumer Behavior (3 credit hours Theoretical (previous requirement) 24011101: This course aims to provide students The fundamental concepts associated with human behaviour and its importance in the study Purchasing behaviour, and different behavioral models interpreting the behavior of purchasing, such as reference groups, social classes and lifestyle, Family relations, as well as learning, cognition, personal and trends Psychological factors, lifestyle, family relations, as well as learning, Awareness, personal attitudes, psychological factors and roles Strategic uses of communications are convinced in marketing.
4	(24012103) Planning and development of products development and plans: (3 credit hours) previous requirement (24011101): This course focuses on the study of product planning and development, the definition of the student in the concept of product and the management of modern products, as well as its definition of the general and fundamental principles of the management Products and the importance and role of product management in productive product planning of business organizations as well as policies and strategies for the development product and quality for product development in line with markets, challenges and consumer needs, as well as domestic and international competition.
5	(24033103) practical applications in AD Advertising Applied: (3 hours supported) previous requirement (24022101): This course focuses on the study of the Declaration, where the Declaration is an essential feature of the current era, a color of human knowledge, how not,



	and has become trapped where we are, and in Inside the house we receive hundreds of advertisements through television screens, through our newspapers and daily magazines and the course aims to provide the reader with the basics and the concepts of advertising and its dimensions and management and the art of designing and directing the advertisement and the message and the advertising media and campaigns and advertising agencies and the method of building The advertisement form.
6	Electronic marketing (24033101): (3 credit hours) previous requirement (24012105) This course aims to publicize the concept, importance and mechanisms of e-marketing, electronic marketing mix elements, E-marketing applications in consumer markets and markets Business or what is known as intra-electronic commerce.
7	(24012206) Sales Manager Selling Management: (3 credit hours) previous requirement (24011101) This course aims to familiarize students with the process of strategic planning and budgeting, as well as the development of business functions with regard to customer relationship, area management and regulation as well as Forecasting, determining demand, driving, directing, motivating and selling men.
8	(24044101) Marketing Services: (3 credit hours) previous requirement (24022103) This course aims to familiarize students with modern marketing concepts in the field of services and the challenges of managing and delivering high quality services to customers. The course also examines the following topics: Understanding and managing customer expectations and evaluating services, the marketing mix of service design services, service demand management, communicating with customers to deliver effective and logical promises to them. Problems arising from the commercialization of services.
9	Communications Marketing Communication (24012105): (3 credit hours) previous requirement (24011101) This course aims to equip students with the knowledge and skills needed in marketing communications in a highly competitive business environment, using the concept of marketing communications Integrated with a holistic look and talk about promotional mix elements and their various uses.
10	(24023102) Marketing Research (3 credit hours) previous requirement (24022101): This course aims to equip students with the knowledge and skills needed to apply marketing research on the ground. When the course is completed, students are able to understand research cases in marketing and use appropriate research tools to address research problems in marketing, and enable them to apply these skills to study the marketing problems that exist in the Jordanian environment.
11	(24033102) Personal selling: (3 credit hours) previous requirement (24012206) This course aims to equip students with the knowledge and skills related to different modes of sale, customer handling skills and interactive dialogue.



12	(24012104) Distribution channels distribution channels: (3 credit hours) previous requirement (24011101) This course aims to study the members of the distribution channel (product, wholesaler, and retailer) with interest and focus on their types and functions. Examine the various environmental factors affecting the distribution channel. Behavioral dimensions of distribution channels. Efficient distributive channels design. Monitoring and evaluation of distributive activities in distribution channels.
13	(24022205) Retail Administration Retail Management (3 credit hours) previous requirement (24012104): This course aims to focus on the study of retail management, learn how to plan for the retail trade, types of retail enterprises, and how to use Technology in retail trade and ways of financing retail enterprises. Then use the franchise to manage the retail trade. Planning the marketing mix of retail enterprises and the means of controlling retail trade activities.
14	International Marketing (24024108): (3 credit hours) previous requirement (24022101) This course aims to familiarize students with the alternatives used to enter foreign markets, and how to trade them, with skills to analyze, study and evaluate the chances of success and risk in External markets, and how to manage the elements of the marketing mix in the light of differences among external environments.
15	(24022103) Marketing strategy: (3 credit hours) previous requirement (24022101) This course aims to provide more in-depth knowledge in the management of marketing activities on the basis of linking available resources to marketing opportunities arising from environmental variables and developments. Providing students with long-term thinking skills enables them to analyze the reality of marketing activities in the light of the results achieved, in preparation for a clear policy in the future, and to familiarize them with strategic alternatives in the context of various economic crises.
16	(24023204) Brand Management: (3 credit hours) previous requirement (24022101) This course aims to familiarize students with the brand and what they can offering to its owner, branding as an important factor in influencing consumer purchasing behavior and its correlation to it, how to Choose a suitable center for the brand in the market or expand its activity, the role of branding as a key tool in differentiating products and maximizing their value
17	(24033208) Management Negotiation: (3 credit hours) previous requirement (24011101) This course aims to familiarize students with the concept of negotiation and its importance, the viability of negotiation, the identification of techniques and methods of negotiation, the reasons for the success and failure of negotiation, and the methods and modalities Better negotiation
18	Industrial marketing Industry (24044102): (3 credit hours) previous requirement (24022103) This course aims to familiarize students with the nature of industrial marketing, types industrial goods, demand for industrial goods, Industrial market segmentation,



	Industrial marketing strategic planning, Industrial Marketing mix Strategies.
19	Tourism Marketing Market (24044104): (3 credit hours) previous requirement (24022103) This course aims to publicize the importance of tourism marketing, whether external or internal provide students with the knowledge to understand the nature of the tourism service, how to plan it, and adapt it to The requirements of the tourist customer, by introducing them to historical, religious, and therapeutic tourism... etc, how to manage hotel services.
20	(24044103) Banker Banking Marketing: (3 credit hours) previous requirement (24022103) This course aims to familiarize students with the general principles of banking marketing and to analyze banking services, purchasing behaviour and determinants, consumer behaviour, and the marketing environment of the banking service, The development and innovation of banking services, the pricing of banking services, customer patterns, ways of dealing with them, and local and global developments in the banking field.
21	(24022206) Marketing Information Systems Marketing System: (3 credit hours) previous requirement (24011101) This course focuses on the study of the subject of marketing information systems and aims to provide students with skills and information about management information systems and the importance and concept of the information system Marketing, components, types and sources of the marketing information system, components and types of marketing information system, marketing decision support system and marketing intelligence system.
22	(24022207) Marketing knowledge management (3 credit hours) previous requirement (24022101) This course focuses on the study of the management of marketing knowledge as foundations, initial concepts, theories, objectives, influencing factors, steps, methods and sources in the domestic market and international when talking about managing marketing knowledge it has to be pointed out that it is essentially a part of the company's overall knowledge management Organization knowledge management, being the real part of the company's knowledge about the importance of the market, is represented by its customers. Mainly as an important source of knowledge management, the course aims to equip the student with the basic skills of knowledge and organizational knowledge in the company
23	(24033206) Public relations management Relationships Public Management: (3 credit hours) previous requirement (24011101) This course focuses on the study of the management of public dispositions because it is a cognitive tool and a communication function of an important nature in our daily lives, a mirror that mirrors the forms The right humanitarian response aims to equip students with skills and information about the concept, features, importance and objectives of public relations and their programmers and their relationship to the process. Management and decision-making process and their role in development and public opinion and how they are with the masses of the Organization and the Organization of public relations devices and how they are in International organizations.



24	(24033207) Social media networks Nets: (3 credit hours) previous requirement (24033101) This includes knowledge of social networking and social networking interfaces used by customers, and the differences between traditional marketing and e marketing through Social networks. Publicizing the importance of social networks as tools used to build brand awareness and promote business, and how to develop and deliver a written marketing plan to achieve the company's objectives through the use of social means.
25	(24012207) Managing Pricing (3 credit hours): previous requirement (24022101) This course focuses on the study of the pricing process as bases, preliminary concepts, theories and pricing objectives, factors influencing it, its steps and methods, and prices in the international, industrial and service markets where policies The decisions of the pricing process are practical and realistic and not merely personal assumptions of the pricing man on which the strategic marketing and management decisions are built and where the future of the company is determined and its operation in the market. They are elements of the marketing mix (goods and services) that deal with, inter alia, factors, variables and environmental, human and behavioral conditions that are difficult to handle and control. And control and because pricing policies are among the most important and most difficult activities, jobs and efforts that represent the front line of companies Various types of business organizations, both profitable and non-profit, are linked to reciprocal relationships with the surrounding environment. With all its strengths, factors and different variables, and beset with administrative and technical problems that have a negative impact on the management of these institutions.
26	(24033204) CRM Consumer Relationships Management: (3 credit hours) previous requirement (24022101) This course focuses on the study of customer relationship management or the so-called marketing of relationships. The course aims at building long-term relationships with customers and providing students Information on the organization's pillars in achieving success, growth and survival and on inclusive marketing, customer knowledge, behaviour, customer and quality customer relationship management steps, satisfaction, loyalty, customer value, relationship with knowledge management and customer relationship management electronically.
27	(24033205) Trade fairs Management Trading Exhibition Management (3 credit hours) previous requirement (24011101) This course aims to give students an overview (trade fairs Management) in the specialization of administration, marketing and industry. Students will understand the administrative, marketing and operational aspects of the trade fairs industry. The purpose of the course is to obtain in-depth knowledge of the specialized domain of the "trade fairs industry for their importance" and familiarity with the techniques and management strategies needed to successfully plan, promote, implement and evaluate special events within the context of the trade fair.
28	Agricultural Marketing Agriculture (24044206): (3 credit hours) previous requirement



	(24011101) This course focuses on the study of the theme and concept of agricultural marketing and its importance and the economic benefits of agricultural marketing. The course aims at identifying the entry points for agricultural marketing and analysis of the consumption and production aspects of agricultural products and the characteristics of agricultural produce. Markets for agricultural products, market structure, prices of agricultural products, efficiency, shielding, temporal and spatial dimensions The formal dimension of agricultural marketing is the agricultural market and the objectives and methods of applying agricultural marketing policy.
29	Social Marketing (24044205): (3 credit hours) previous requirement (24011101) This course focuses on the study of the subject of social marketing because it is one of the areas special character in the marketing framework in general, marketing no longer means only goods but extends to "Services, ideas, social values" since it has become customary to find the term social marketing which involves the use of principles and the skills of marketing science as well as all the creative and dazzling methods of media to promote ideas or social values or behaviours that are beneficial to the community as the course focuses on the elements The methods, objectives and areas of the social marketing mix, the stages of social marketing planning, the steps of planning social marketing campaigns and the responsibility social, business ethics, organizational culture, communication skills with others and the relationship of the Internet and social networking and social marketing
30	Green Marketing: (24044207) (3 credit hours) previous requirement (24011101) This course focuses on the study of green marketing because it is one of the areas special character in the framework of marketing and in the area of business management in general and this concept means that it is relevant With the environment or the responsibility of the social company in the field of production and marketing as well as the organizations seeking to achieve consumer protection and the course provides the reader with a philosophy and a new and modern marketing thought including green consumer and green product and green advertisement and pricing and promotion and distribution of green product and the relationship of marketing Green in social responsibility, work ethic, social marketing and case studies of green marketing applied.
31	(24044208) Practice Training: (3 credit hours) This course focuses on the student's training in one of the companies and institutions that the university deals with it for a semester with a turnover in the organization and the student submits an integrated report on the Organization during the period His training
32	(24044209) Project Graduation: (3 credit hours) This course focuses on the student presenting a draft blueprint for scientific research in its specialization and the chapter ends with provide integrated scientific research in accordance with the university's scientific Research writing guide to qualify him for the Masters and doctorate in terms of the origins of writing university letters.

