



Faculty of Business

Department of Marketing

Study Plan of the Master's Degree
In: Marketing (Comprehensive path)
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. Provide high- level learning environment.
2. To prepare human cadres specialized in the science of marketing.
3. Conducting field research specialist in the areas of marketing.
4. Build and strengthen strategic partnerships with different sectors of business organizations locally and globally.
5. Supplement the local labor market and international human qualified cadres in various science and knowledge and skills of Marketing Science.
6. Enable graduates of the ability to make effective marketing decisions.
7. Giving students the marketing, sales and attract new customers and maintain existing customers and how to read the market and analysis skills.

Intended Learning Outcomes (ILOs):

1. Conduct quantitative and qualitative research and application of knowledge in marketing research in the master's thesis.
2. The student's ability to analyze and think critically and employ marketing knowledge gained.
3. The use of knowledge and information within the marketing methods of quantity and quality in the decision and evaluate marketing decisions in the business environment and solving marketing problems faced by organizations.
4. Ability to analyze internal and external factors and to identify the opportunities and threats in the environment and their impact on the marketing strategy of the organization.
5. Ability to analyze in determining the needs of customers and determine the demand for goods and services provided by the organization, and to identify potential customers and potential for formulating marketing plans for business organizations and marketing opportunities.
6. Ability to develop plans , programs and strategies executive for marketing functions of planning and development of goods and services , pricing , distribution and promotion in the domestic and international markets .
7. The ability to formulate, implement and monitor marketing strategies in the target market the service and its impact on business organizations.



Framework

Framework of the Master's Degree in marketing (33 Cr. Hrs.)

Sequence	Classification	Credit Hours	Percent %
1st	Compulsory Requirements	24	73%
2nd	Elective Requirements	9	27%
Total		33	%100

Course Numbering

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

1. Compulsory Requirements: (24 Credit Hours)

Course No.	Course Title	Cr. Hr.
20472012	Research Methodology	3
20472011	Marketing Management	3
20472012	Marketing research	3
20472021	Marketing Strategy	3
20473021	Marketing Services	3
20471012	Integrated Marketing communications	3
20472023	Brand Management	3
20473022	E-Marketing	3
Total		24



2. Elective Requirements: (9 Credit Hours)

Course No.	Course Title	Cr. Hr.	Prerequisite
20471011	Consumer Behavior	3	-
20472013	Logistic Marketing Management	3	-
20471021	Marketing Relations Management	3	-
20472022	International Marketing	3	-
Total		9	

Description of Courses offered by the

Number	Course
1	(20472011)Marketing Management : (3 credit hours): This course aims to study advanced marketing management and all its stations and axes with providing students with skills related to how the application of administrative functions in marketing activities, and the skill of marketing planning, organization, coordination and marketing guidance and command and control, and implementation of marketing activities, and the process of making marketing decisions and finally control and audit catalog and characteristics of global marketing manager.
2	(20471011)Consumer Behavior : (3 credit hours): This course aims to study the advanced consumer behavior and to provide students with the basic concepts related to human behavior and its importance in the study of purchasing behavior, and models of behavioral various unexplained behavior SPV, such as reference groups, social classes, lifestyle, and family relations, as well as learning, cognition, personality and attitudes and psychological factors and lifestyle, and family relations, as well as learning, cognition, personality and psychological trends and the factors, roles and strategic uses of the contacts convinced in marketing.
3	(20473022)E-marketing: (3 credit hours): This course aims to introduce the concept of e-marketing and its importance and its mechanisms, the elements of the marketing mix-mail, e-marketing applications in the consumer markets and markets business, or what is known as e-commerce interfaces.
4	(20473021)Services Marketing: (3 credit hours): This course aims to study the marketing of advanced services and to introduce students to the concepts of modern marketing in the field of services and the challenges of managing and delivering high quality services to



	customers. The course also looks at the following topics: Understanding and managing customer expectations and evaluation of services, marketing mix of services service design, the demand for service management, communication with customers to deliver effective, logical and promises to them. The problems arising from the marketing of services .
5	(20471012) Integrated Marketing Communication : (3 credit hours): This course aims to study the subject of advanced marketing communications and to provide students with the necessary knowledge and skills in marketing communications in a business environment with a highly competitive, the use of the concept of integrated marketing communications from a holistic perspective and talk about the promotional mix and different uses elements of advertising, public relations and personal selling and sales promotion business, publishing, media and promotion mail.
6	(20472012) Marketing Research: (3 credit hours): This course aims to advanced marketing research study and to provide students with the knowledge and skills necessary for the application of marketing research on the ground. When teaching the course is completed, students can understand the research cases in marketing, research and the use of appropriate tools to address research problems in marketing. And enable them to apply those skills to study in Jordan Environment marketing problems.
7	(20472013) Logistic Marketing Management: (3 credit hours): This course is designed to study business logistics and marketing activities in business organizations and the study of members of the distribution channel (producer, wholesaler, retailer) with attention and focus on assortment, jobs and study the various environmental factors that affect the distribution channel and behavioral dimensions of the distribution channels and the design of efficient distributional channels, monitoring and evaluation activities in the distributive channels of distribution and how is the distribution channels and logistical support in the international market and the industrial market and market the service.
8	(20472022)International Marketing :(3 credit hours): This course aims to study the subject of international marketing and advanced strategies and to acquaint students with the alternatives of methods used to enter foreign markets, and how the trade-offs between them, the skills of analysis, study and assess the chances of success and the risks in foreign markets, and how to manage the marketing mix elements in the light of the differences between external environments.
9	(20472021)Marketing Strategy : (3 credit hours): This course aims to study the advanced marketing strategy to provide more in-depth knowledge in the management of marketing activities on the basis of linking resources available marketing opportunities that arise from environmental changes and developments. And give students the skills of long-term thinking, enabling them to analyze the reality of marketing activities in the light of the results achieved, in preparation for the establishment of a clear policy in the future, and introduce them to the strategic alternatives in light of the various economic crises.



10	(20472023) Brand Management : (3 credit hours): This course is designed to acquaint students with the brand in business organizations and what they can offer to the owner, the brand as an important factor in influencing the purchasing behavior of the consumer and its association with them, how to choose a suitable center for the brand in the market or expand its activities, and the role of the brand in being a major tool of great importance in differentiating products and maximize their value.
11	(20471021) Marketing Relations Department: (3 credit hours): This course focuses on the study of the subject of managing the marketing relationships because it represents a cognitive tool connectivity and function of an important character, a reflective mirror forms the right to deal with the customer, and is designed to provide students with the skills and information about the concept and attributes and the importance and objectives of marketing relationships and programs and its relationship to the process of marketing and decision-making process and its role in development and public opinion and how it is with the fans of the organization and how it is in international organizations. The course aims to study the subject of customer relationships or the so-called marketing relationships and to build long-term relationships with customers and provide students with information about the pillars of the organization in achieving success, growth and survival and holistic marketing and customer knowledge and behavior of the customer, quality and steps relationship management and customer satisfaction and loyalty, and the value of the customer and the relationship with the Department of knowledge management and managing relationships with customers electronically.