



**Course Description**  
**B.A. Program**  
**Marketing Department**

**1604201 Principles of Marketing (3Credit Hours )**

**Prerequisite: (None)**

The objective of this course is to introduce the students to the core of marketing and the basic elements of the marketing mix. In addition this course will clarify the role of the marketing organization and the effect of marketing on all types of organizations (public, private, profit and nonprofit).

An introduction to marketing research and marketing information system will be discussed as well as the influence of the external and internal environment on the purchasing behavior of the target market.

Finally, the course will introduce the students to the fundamentals of international 1604316 Brand management 1604319 Green and environmental marketing 1604430 Pricing policies 1604443 Public relations marketing and will provide a base for other specialized courses in marketing.



**1604213 Consumer Behavior (3 Credit Hours)**

**Prerequisite: (None)**

The purpose of this course is to acquaint the students with the major behavioral concepts that lay the foundation of the study of consumers and why they buy. By analyzing and integrating topics such as perception, learning, personality, reference groups, social classes and other behavioral theories the marketing manager will be able to develop and implement an effective marketing plan that will be more suitable to reach its target market. The study of Consumer Behavior also includes the discussion of the various internal and external elements that affect the consumer as an individual or as a member of a group and to assist the Marketing Manager in understanding the motives behind the consumer's decision.

Furthermore, applying these theories to the Jordanian market is also an objective for it will help students understand the changing role of marketing as a response to the changing economic, cultural and social behavior in Jordan.

**1604303 Marketing of Agriculture (3 Credit Hours)**

**Prerequisite: (None)**

This course aims at identifying the Agricultural Marketing mix elements, in addition to the problems & obstacles facing the marketing people in the area of agricultural products. Also, this course will include an analytical presentation of Jordan and some other countries in the Arab world in the field of Agricultural Marketing. Finally, this course aims to identify the possible opportunities available in the area of Agricultural Marketing.



### **1604312 Planning and Development Product (3 Credit Hours)**

#### **Prerequisite: (None)**

This course aims to acquaint the students with the nature and duties of the new product management concerning its role in the firms' marketing efforts, the identification of a product, and the characteristics of new products and the steps of planning for a new product including : goals , strategies, & marketing programs.

This course also aims at enriching the students with theoretical and practical knowledge about developing & inventing new products (since its a general idea until it hits the markets). It also enriches students in how to set marketing plans and programs for new products.

Furthermore this course elaborates deeply on the concept of new product adoption and the factors that affect this concept. In addition, it provides students with the knowledge about managing product life cycle, and assigning certain marketing program for each stage.

### **1604317 Marketing Research (3 Credit Hours)**

#### **Prerequisite: (None)**

This course aims at defining the nature and concept of marketing research and its importance in the decision marketing process in marketing. It provides students with a conceptual framework of the research process beginning the problem, and determining the tools and techniques used in collecting, analyzing, and explaining marketing data as well as interpreting the results. The course also deals with the scaling process; it attempts to teach the students how to build scales and how to use applied research techniques statistics and sampling a large rang of data analysis techniques will be provided to the students, such as , Regression , ANOVA , and other methods.



**1604325 Promotion (3 Credit Hours)**

**Prerequisite: (None)**

This course aims at defining the concept of promotion and its importance and integrative role within the marketing effort ( product, price, and distribution ). The course focused on the study and analysis of the nature and characteristics of promotion as a persuasive communication process and the mechanisms by which the consumer's adoption of goods and services can be stimulated. The course also deals with the managerial aspects of promotion such as planning and designing the promotional campaigns. In addition, concerns will be given to developing the students' skills and capabilities which are required for evaluating these campaigns. The students will be given a comprehensive framework about the promotional techniques such as, advertising, publicity, personal selling, public relations and sales promotions. Finally, the students will be provided with the skills needed to distinguish between all these techniques.

**1604334 Marketing of Tourism (3 Credit Hours)**

**Prerequisite: (none)**

The purposes of this course is to aquatint the students with essential concept of Marketing of Tourism and also with importance of Marketing Tourism and its developments, and enrich students with knowledge concerning applications of Marketing of Tourism and marketing strategy, and get aquatint with decisions and polices concerning Marketing in Tourism especially in Jordan.



**1604336 Bank Marketing Management (3 Credit Hours)**

**Prerequisite: (None)**

This course aims at exploring the scientific concepts and essentials of Bank Service Marketing as a specialized marketing major within this context, the course offers an integrated comprehensive framework for the marketing operations in banks and which are distinguished from the marketing of goods and other services. In addition, some specialized topics in Bank Marketing , such as, bank service, the behavioral aspects in buying bank services, as well as bank marketing environment will be discussed . Furthermore, the basics of pricing , distributing, and promoting the bank services will also be discussed . Finally, the course will focus on the types of customers and the ways of dealing with them, as well as developing negotiation and banking skills for the students .

**1604341 International Marketing (3 Credit Hours)**

**Prerequisite: (None)**

The aim of this course is to introduce the students to the importance of International Marketing and its concepts, and differs from the activity of domestic Marketing, The theoretical concepts for the motives and factors determining firms behavior in the International Markets, the effect of International Environmental Factors (Economical, Political, Social, Cultural & Competition) on decisions taken by International Marketers. And enriching students with the important information needed to deal with International Marketing, problems in getting these information, and how to overcome these problems.

This course also covers ways and methods followed in analyzing and evaluating opportunities in International Marketing, planning for markets selection, markets penetration, and setting suitable marketing strategies.

In addition, this course is set to enrich students with practical and theoretical knowledge in practicing International Marketing activities such as planning policies, International product development, pricing policies, distribution policies, International logistics. Promoting policies and International Trade (trade off).



**1604343 Marketing Channels Management (3 Credit Hours)**

**Prerequisite (None)**

This course aims to let students get acquainted with the importance of the distributing activity as a part of the marketing mix. And analyzing the environmental factors that may affect the behavior of marketing institutions.

This course also aims to acquaint the students with the different types of marketing institutions and how it differs in its role and marketing activities as a wholesale institution or retail one's. This course concentrates on managerial sides of planning for the distribution system in a firm and the application of the concept of controlling the marketing performance of a particular firm. It also concentrates on kinds of ways of leadership inside marketing channels, and how to deal with conflicts, if there are any .

This course also aims to update the student on subjects that deal in managing marketing channels, marketing mix. Customer services, logistic management, international distribution channels, and services marketing.

**1604405 Marketing Strategy (3 credit Hours)**

**Prerequisite (None)**

The objective of this course is to improve the knowledge and importance of strategic marketing for organization in both public and private enterprise in order to accommodate the continuous changing environment.

Another objective of this course is to emphasize the benefits of using strategic tools and scientific methods that are applied in developed countries; furthermore this course will attempt to teach the students on how to build specifics marketing strategies for specific products/services based on realistic information. The Jordanian market will be used in our analysis and referred to during the course.



**1604307 Modern Issues in Marketing (3 Credit Hours)**

**Prerequisite: (None)**

The objective of this course is to study the various issues in marketing and to apply this knowledge through case studies that are derived from real situations on the local and international level. Furthermore, this course will discuss current marketing topics and tackle problems that might occur in a changing environment, using Jordan as the main example.

**1604422 Application in Advertising (3 Credit Hours)**

**Prerequisite : (None )**

The aim of this course is to defining the practical aspects of the advertising process and to developing the design skills and the innovative thinking and providing students with the professional standards in design advertising, providing and teaching students the technicalities of commercial advertising , learning students how analyze the advertising message content and how it influence consumers and acquiring the research and other advertising copy tests, Finally, the course will focus on the exploration of the advertising environment in Jordan and evaluating its situations .

**1604429 Sales Management (3 Credit Hours)**

**Prerequisite: (None)**

This course aims at defining selling and its development as well as the extent to which it has been influenced by the marketing concept. Also, the course deals with the nature of selling as a persuasive communication process. It highlights the basic skills which are required in the successful sales position. In addition, the course aims at exploring the different managerial aspects of the selling activity within this context, the course studies and analyses the planning, organizing and control. Furthermore, managing the sales force of the firm such as, selection, training, supervision, comparison, and other functions related to sales force are to be discussed and analyzed.

Finally, the course considers the development of research, surveys, case study as a major concern for training students in this area.



**1604440 Industrial Marketing (3 Credit Hours)**

**Prerequisite: (None)**

The aims of this course is to introduce the student the importance and the concept of Industrial Marketing, characteristics and nature of Industrial Marketing comparing it with the markets of the end user/ consumer, analysis of the Industrial Marketing environment, Technological methods that deal with buying & the production concerning industrial user and characteristics of the buying behavior model of industrial firms comparing it to the buying model of the end-user / consumer.

This course includes a discussion of information systems, and marketing research concerning industrial firms. This course aims also to enrich students with knowledge concerning strategic planning, market share, and market segmentation of industrial products. Further -more the course concentration on polices and marketing decisions concerning product development, distribution channels, promoting, and pricing for domestic Industrial Marketing and international ones.

**1604346 Retailing Management (3 Credit Hours )**

**Prerequisite: (None)**

Retailing management is a dynamic, diverse profession encompassing a variety of areas. The purpose of this course is to provide students with a sound, basic understanding of the planning, operation, and management of the retail function. During the course of the semester, students will examine the various aspects of managing successful retail enterprises, including, but not limited to, strategic retail planning, location analysis, retail buying, merchandising, pricing, promotion, and profitability analysis.

**1604350 Marketing Ethics (3 Credit Hours )**

**Prerequisite: (None)**

This course will enable future marketers to form their individual perspective on ethical marketing. Through exploring issues and problems surrounding consumerism, shareholder accountability and globalism, an ethically directed marketing function is considered. Through scenario analysis, the way forward for ethical decision-making in marketing management is planned.



**1604444 Marketing Database (3 Credit Hours )**

**Prerequisite: (1932102)**

Course teaches students to use database marketing for maintaining measurable, mutually beneficial relationships with customers is examined. Students will learn to create profitable one-to-one customer relationships that gain information necessary to understanding customer behavior. Course demonstrates the means to improving overall profits by using databases to link planning, forecasting, budgeting, list and media selection, product development, fulfillment, and customer services. Students apply these techniques to real-life marketing problem

**1604314 Personal Selling (3 Credit Hours )**

**Prerequisite: (None)**

This course provides the fundamentals of selling skills, qualifications for effective selling as well as techniques for organizing, staffing, motivating and evaluating the sales force. Topics covered in this course will include principles in selling, sales presentations, the salesperson as a merchandiser, customer service, sales organizations and functions, forecasting, sales force selection and training.

**1604316 Brand Management (3 Credit Hours )**

**Prerequisite: (None)**

This course examines brands and brand management focusing on three primary functions including building brand equity, measuring brand equity, and managing brand equity. The courses focus includes brand positioning, choosing brand elements, designing marketing programs, integrating marketing communications, leveraging secondary brand knowledge, measuring brand equity, developing a brand equity measurement and management system, measuring sources and outcomes, design and implementing strategies. Additional areas of study include introducing and naming new products and brand extensions, managing brands over time, geographical boundaries, and market segments.



### **1604319 Green and Environmental Marketing**

**(3 Credit Hours )**

**Prerequisite: (None)**

Environmental marketing course dealing with issues related to the environment. Topics covered are centered around the theoretical basis, managerial perspective, public policy viewpoint, or for empirical evidence. This course also covers a wide array of topics from segmentation to product, advertising, and distribution strategies and from a micro to a macro perspective. It represents an excellent tool for understanding and researching environmental marketing.

### **1604430 Pricing Policies**

**(3 Credit Hours )**

**Prerequisite: (1602211)**

This objective of this course is to introduce the student to one of the most important factors in the marketing mix. Pricing is very critical for the success of any product or service. This course will give the students a solid background on the different methods of pricing as well as on the different approaches in pricing and when we should each pricing policy and under what circumstances.

### **1604443 Public Relations**

**(3 Credit Hours )**

**Prerequisite: (None)**

A survey of the roles and responsibilities of the public relations professional in private and public organizations. Examination of the importance of the audience and audience research in public relations program planning, how public relations differs from advertising and the use of traditional publicity tools like press releases and press kits to reach targeted audiences. Exploration of the use of the Internet to reach key stakeholders and its use as a distribution channel for publicity. Recognition of the importance of ethics, integrity and relationship building as a cornerstone of public relations.



**1604319 Health and Pharmaceutical Marketing  
(3 Credit Hours )**

**Prerequisite: (None)**

This course is designed to implement the major concepts in management and marketing to the different fields of pharmacy practice. On one hand students are oriented towards proper management of pharmaceutical services in a community pharmacy and in inpatients and outpatients departments in a hospital. On the other hand, they are instructed to adopt the adequate selling skills needed in the pharmaceutical markets.

**1604315 Electronic Marketing (3 Credit Hours )**

**Prerequisite: (None)**

This course helps you to understand the different approaches taken towards e-marketing and the various components of an e-marketing plan. A series of strategies are also provided to assist you when implementing a Web presence as part of your marketing mix. You will learn to identify common approaches to e-marketing identify typical components of an e-marketing plan, incorporate Internet elements into a marketing mix by following three strategies, promote your Web presence by following three strat