The Hashemite University
Faculty of Economics and Administrative Science/Department of Management
Semester term 2018/2019

Course Syllabus

Course title: Principles of Marketing	**Course code:** 1802031211
Lecture time: 9:30-11:00	**Credit hours:** 3
Lecturer: Dr. Mohammad Alhusban	**Office number:** 236; **Office hours:** 12-1

Course Description:

The course covers the basic concepts of the art and science of marketing, internal and external factors affecting those concepts, marketing mix (product, price, promotion, distribution) and ways of planning and controlling this mix.

General Aim and Rational:

The course presents the concepts, theories and practices of marketing, and demonstrates the importance of marketing to contemporary organisations. This will be achieved by:

- Examining the meaning of the "marketing concepts" and its implementation within contemporary organisation.
- Considering the role of the marketing function in the organisation.
- Presenting concepts and techniques for the identification of market opportunities.
- Presenting the theoretical and practical issues in the targeting of selected markets.
- Examining various marketing mix decisions in the context of the chosen marketing.

Specific objectives:

On completion of this course, students should be able to:

- Demonstrate an understanding of the basic principles and concepts of marketing.
- Be able to apply these principles and concepts in business situations.
- Describe the nature of the interface between marketing and other functions within an organisation.
- Develop a marketing plan appropriate to the needs of a company or organisation, and evaluate the plan after it has been executed.

Content:

The course has been designed to provide students with an understanding of the marketing concept and its application in modern organisations. Specifically, the course will cover the following topic areas:

- An introduction to marketing, including an examination of the importance of marketing within organisations, and identification of common misconceptions as to the nature of marketing.
- An examination of the importance of understanding consumer behaviour. This requires understanding the major factors that influence consumer buyer behaviour,

the major types of buying decision behaviour and the stages in the buyer decision process.

- Key concepts such as segmentation, targeting and positioning will be discussed, including their connection with marketing research and the marketing mix.

Recommended Readings

A.1. Essential Text		
Kotler, P. and Armstrong, G. Global Edition	(2014)	*Principles of Marketing* (15th Edition) Pearson Higher Education, NJ
A.2. Additional Texts		
Kerin, R. Hartley, S. And Rudelius, W.	(2013)	*Marketing* (11th Edition) McGraw Hill, NY

Assessment

Type of assessment	Number	Weighting	Duration (if exam)
First Exam		25%	**50 Minutes**
Second Exam		25%	**50 Minutes**
Participation		10%	
Final Examination		**40%**	**90 Minutes**
Total		**100**	

Syllabus Outline

Week No.	Topic	Reading
1	Marketing: Creating and Capturing Customer Value	Ch. 1
2	Marketing: Creating and Capturing Customer Value	Ch. 1
3	Marketing: Creating and Capturing Customer Value	Ch. 1
4	Analyzing the Marketing Environment	Ch. 3
5	Analyzing the Marketing Environment	Ch. 3
6	Analyzing the Marketing Environment **First Exam**	Ch. 3
7	Product, Services, and Brands: Building Customer Value	Ch. 8
8	Product, Services, and Brands: Building Customer Value	Ch. 8
9	Pricing	Ch. 10
10	Pricing **Second Exam**	Ch. 10
11	Marketing Channels	Ch. 12
12	Marketing Channels	Ch. 12
13	Communicating Customer Value	Ch. 14
14	Communicating Customer Value	Ch. 14
15		
16	**Final Exam**	