



Hashemite University

Faculty of Economics and Administrative Science/Department of Management

1st Semester 2017/2018

Course Syllabus

Course title: Marketing Information Systems (MKIS)	Course code: 1802032343
Lecture time: 11:00-12:00 pm	Credit hours: 3
Lecturer: Dr. Mohammad Alhusban	Office number: 237 Office hours: 12:00-1:00 pm

Course Description:

This course covers introduction to marketing information systems (MKIS) and its basic functions, develops students' knowledge regarding MKIS in the light of automation and information support systems for decision making.

General Aim and Rational:

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

- Examining the meaning of the “MKIS” and its implementation within contemporary organisation.
- Considering the role of the main components of MKIS in the organisation.
- Presenting tools and technologies for the identification of MKIS.
- Presenting the theoretical and practical issues in conducting market research process.

Specific objectives:

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

- Demonstrate an understanding of the basic principles and concepts of marketing, information systems, and MKIS.
- Be able to apply these principles and concepts in business situations.
- Describe the main components of MKIS.
- Explain the relation between MKIS, decision making process and gaining competitive advantage over other competitors.

Content:

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

- An introduction to information systems (IS) and marketing, including an examination of the importance of IS and marketing within organisations.
- An examination of the importance of marketing management. This requires understanding of strategic planning process and the main components of MKIS.
- Key concepts such as marketing intelligence, market research and electronic customer relationship management (e-CRM) will be discussed, including their connection with marketing management.

Syllabus Outline

Week No.	Topic	Reading
1, 2, 3	Strategic planning and the marketing management process	Chapter 1
4, 5, 6	Information systems in organizations	Chapter 2
6-7	First Exam (5-16/11/2017)	
7, 8, 9	Collecting information and forecasting demand	Chapter 3
9, 10, 11	Conducting marketing research	Chapter 4
11-12	Second Exam Period (10-21/12/2017)	
12, 13	Customer relationship management	Chapter 5
14, 15	MKIS applications in organizations	Journal papers power point slides
16	Final Exam Period (6-18/1/2018)	

Recommended Readings

Essential Text		
Kotler, P. and Keller, K.	(2012)	Marketing Management, 14e, Global Edition
Stair, R. and Reynolds, G.	(2010)	Principles of Information Systems, 9 th Edition

Assessments:

Type of assessment	Weighting	Duration (if exam)
First exam	25%	50 minutes
Second exam	25%	50 minutes
Class participation	10%	
Final exam	40%	90 minutes