The Hashemite University

BSc (Business Administration)
Principles of Marketing

Syllabus and Recommended Readings

Academic Year: Second Semester 2019/2020

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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.

Assessment

Type of assessment	Number	Weighting	Duration (if exam)
First Exam	1	25%	**50 Minutes**
Second Exam	1	25%	**50 Minutes**
Participation		10%	
Final Examination	**1**	**40%**	**90 Minutes**

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	Ch. 3
7	**(First Exam)**	
8	Product, Services, and Brands: Building Customer Value	
9	Product, Services, and Brands: Building Customer Value	Ch. 8
10	Pricing	Ch. 8
11	Pricing	Ch. 10
12	**(First Exam**	Ch. 10
13	Marketing Channels	Ch. 12
14	Marketing Channels	Ch. 12
15	Communicating Customer Value	Ch. 14
16	**Final Exam**	

Recommended Readings

A.1. Essential Text		
Kotler, P. and Armstrong, G. Global Edition	(2015)	*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

1. College:	**School of Business**
2. Department:	**Marketing**
3. Program:	**BA**
4. Course code:	
5. Course title:	**Marketing Management**
6. Course credits:	**3**
7. Pre-requisites:	
8. Lectures Timing & Location:	**Many classes**
9. Course web-page:	
10. Course coordinator:	**D. Wasfi Alrawabdeh**
11. Academic year:	**2019/2020**
12. Semester:	**First**

13. Textbook(s): *Peter, P. and Donnelly, J. (2015) Marketing Management, 10th edition McGraw Hill, NY*

14. References: *(Marketing Management – Forth Edition –Russell S. Winer and Ravi Dhar)*

15. Other resources used *(e.g. periodicals, software, eLearning, site visits, etc.):*

16. Course description

This course is intended to integrate the materials learned in all other marketing course work as well as prepare the student for a career in marketing. This course is designed to push your analytical and marketing abilities while empowering you to make critical marketing decisions based on a combination of facts, assumptions, and critical judgments. Emphasis is on the application of the marketing process in the turbulent global business environment. Marketing decisions, analysis, and issues are integrated with the goal of achieving customer satisfaction to gain a sustainable competitive advantage within an industry.

17. Course evaluation:*(Formative and summative assessment methods are expected)*

Assessment Type	*Details/ Explanation of Assessment in relation to CILOs*	*Number*	*Weight*	*Date(s)*
Quizzes			%	
Midterms			25 %	
Second			25 %	
Participation Studies			10%	

Final			40%	To be confirmed
Total			100%	

18. Description of Topics Covered*(The description should be from the textbook used)*

Topic Title (e.g. chapter title)	***Description***
Chapter (1) Strategic planning and the marketing management process	The purpose of this chapter is to introduce what marketing is, to discuss strategic planning and the marketing management process, the strategic plan and the marketing plan.
Chapter (2) Marketing research: process and systems for decision making	The purpose of this chapter is to explain the role of the marketing research and the marketing research process.
Chapter (3) Consumer behavior	In this chapter, the students will learn how to analyze buyers in consumer market.
Chapter (4) Business, government, and institutional buying	The purpose of this chapter is to introduce the categories of the organizational buying the organizational buying process, the structural influences on organizational buying, and the stages in the organizational buying process.
Chapter (5) Market segmentation	The purpose of this chapter is to help knowing how to identify the current situation of the organization, determine consumer needs and wants, divide markets on relevant dimensions, develop product positioning, and then decide the segmentation strategy.
Chapter (6) Product and brand strategy	The purpose of this chapter is to know the basic elements in product management, product life cycle, and the product audit.
Chapter (12) The marketing of services	The purpose of this chapter is to identify the important characteristics of services, how to provide quality services, and how to overcome the challenges in service marketing. Introduce the basic elements in product management; introduce the product life cycle and the product audit.
Chapter (13) Global Marketing	The purpose of this chapter is to introduce the competitive advantage of nations organizing for global marketing, and programming for global marketing.

19. Course Weekly Breakdown:					
Week	***Date***	***Topics covered***	***CILOs***	***Teaching Method***	**Assessment**
1+2		Strategic planning and the marketing management process	١	*Lecture /in class discussions*	
2+3		Marketing research: process and systems for decision making	٢	*Lecture /in class discussions*	
4+5		Consumer behavior	*1+2*	*Lecture /in class discussions*	
6		***Mid-term exam***	*3+4*	*Lecture /in class discussions*	
٧		Business, government, and institutional buying			*Automated exam*
8		Market segmentation	*1+2*	*Lecture /in class discussions*	
٩		**Second exam**			*Automated exam*
10		*Product and brand strategy*	*1+2*		
11+12		*The marketing of services*	*3+4*	*Lecture /in class discussions*	
13		*Global Marketing*	*3+4*	*Lecture /in class discussions*	
١٤		**Final exam**			*Automated exam*