



"الريادة والأبداع في الأعمال"  
Entrepreneurship and  
Innovation in Business

جامعة الزيتونة الأردنية  
Al-Zaytoonah University of Jordan  
كلية الأعمال  
Faculty of Business



"عراقة وجودة"  
"Tradition and Quality"

Detailed Course Description - Course Plan Development and Updating Procedures/ Marketing Department	QF05/0408-3.0E
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Faculty	Business	Department	Marketing
Course number	05014110	Course title	Principles of Marketing
Number of credit hours	3	Pre-requisite/co-requisite	---

**Brief course description:**

**Provides the essentials of marketing. It covers management of the marketing mix including developing the concept, distribution, promotion and pricing. Includes segmentation, targeting and positioning strategies (STP steps).**

	Course goals and learning outcomes
<b>Goal 1</b>	<b>To understand the fundamental concepts and principles of marketing, including the market place, marketing process and customer relationships and to be aware of marketing's new competitive landscape.</b>
Learning outcomes	1.1 The student will be able to demonstrate knowledge and understanding in marketing areas 1.2 The students will effectively apply knowledge and skills in the functional areas of marketing
<b>Goal 2</b>	<b>To be knowledgeable of marketing strategy and planning, marketing mix and segmentation, targeting and positioning.</b>
Learning outcomes	2.1 The student will be able to demonstrate knowledge and understanding in marketing areas 2.2 The students will effectively apply knowledge and skills in the functional areas of marketing
<b>Goal 3</b>	<b>To be knowledgeable of the aspects and practice of the marketing research process, and to be familiar with the importance of the micro and macro marketing environment.</b>
Learning outcomes	3.1 The student will be able to communicate effectively, both oral and written in marketing topics 3.2 The student will be able to demonstrate knowledge and understanding in ethical, regulatory, and social responsibility within marketing issues
<b>Goal 4</b>	<b>To understand the differences between products and services marketing and to be aware of the characteristics affecting consumer behavior and the buying decision process</b>
Learning outcomes	4.1 The student will be able to demonstrate knowledge and understanding in marketing areas 4.2 The students will effectively apply knowledge and skills in the functional areas of marketing.



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<b>Goal 5</b>	<b>To be familiar with different pricing strategies, distribution channels, marketing communication and competitive strategies</b>
<b>Learning outcomes</b>	5.1 The student will be able to demonstrate knowledge and understanding in marketing areas 5.2 The students will effectively apply knowledge and skills in the functional areas of marketing
<b>Textbook</b>	Principle of Marketing by Kotler & Armstrong, 17 <sup>th</sup> ed., Pearson Education, inc, 2017.
<b>Supplementary references</b>	Marketing Management, Student Value Edition (15th Edition) by Philip T. Kotler and Kevin Lane Keller, 2016.

Course timeline				
Week	Number of hours	Course topics	Pages (textbook)	Notes
01	3	Definition and philosophies, what is marketing? The market place, the marketing process, customer relationships and the new marketing age	26-51	
02	3	Marketing strategy and planning, marketing mix, segmentation, targeting and positioning	63-82	
03	3	Marketing environment – micro and macro	92-96 103-113	
04	3	Managing marketing information, research, needs, process and plans	124-148	
05	3	Characteristics affecting consumer behavior. Types of buying decision behavior and the decision process	158-180	
06	3	Marketing segmentation, targeting and positioning	214-238	
07	3	What is a product? Services marketing	248-261	
08	3	New product development	284-304	
09	3	Pricing	312-328	



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10	3	Distribution channels	336-337	
11	3	Retailing,	362-365 396-402	
12	3	wholesaling	414-415	
13	3	Marketing communication Basic competitive strategies	428-429 557-560	
14	3	Case study	/	
15	3	Case study	/	
16	3	Case study	/	

<b>Theoretical course evaluation methods and weight</b>	Participation = 10% First exam 20% Second exam 20% Final exam 50%	<b>Practical (clinical) course evaluation methods</b>	Semester students' work = 50% (Reports, research, quizzes, etc.) Final exam = 50%
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<b>Approved by head of department</b>	د.نافز نمر علي	<b>Date of approval</b> 2020-09-10	
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Extra information (to be updated every semester by corresponding faculty member)

<b>Name of teacher</b>	Dr. Mohammed Ashour	<b>Office Number</b>	
<b>Phone number (extension)</b>		<b>Email</b>	m.ashour@zug.edu.jo
<b>Office hours</b>			