



" الريادة والابداع في  
الأعمال "

Entrepreneurship and  
Innovation in Business

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



" عراقة وجوده "  
"Tradition and Quality"

الوصف المختصر للمواد الدراسية - إجراءات إعداد الخطة الدراسية وتحديثها/ قسم التسويق

QF05/0409-3.0

الكلية	الاعمال	القسم	ماجستير التسويق /مسار الرسالة	رقم الخطة الدراسية
عدد المواد الدراسية	12	تاريخ الاعتماد	28/10/2019	2016-2017

رقم المادة	عدد الساعات المعتمدة	اسم المادة الدراسية	المتطلب السابق
501700	3	منهجيـه البحث العلمي Methodology of Scientific Research	---

الوصف المختصر:

Research design is a very central constituent of all strategic business decisions. The course provides students with basic methodological concepts. The main focus will be to present different methodological approaches in theoretical as well as empirical business research. The course covers fundamental stages of research data collection methods. More specifically, areas of study include the research process, problem solving, instrument development and data analysis. Overall, the course introduces a comprehensive introduction to the theme of business research methods. It will focus on the use of scientific research as a problem-solving tool.

رقم المادة	عدد الساعات المعتمدة	اسم المادة الدراسية	المتطلب السابق
504710	3	ادارة التسويق المتقدمة Advanced Marketing Management	---

الوصف المختصر:

The subject examines the modern view of marketing and concentrates on the areas such as identification of marketing opportunities; market segmentation, targeting and positioning; product life cycle analysis; new product development; services marketing and marketing mix decisions.

رقم المادة	عدد الساعات المعتمدة	اسم المادة الدراسية	المتطلب السابق
504734	3	تسويق الخدمات المتقدم Advanced Service Marketing	---

الوصف المختصر:

This course aims to provide students with needed knowledge regarding central concepts, theories, and methods of services marketing. The course helps to assist students to apply their service marketing knowledge on modern service organizations. Advanced service marketing covers expected problems of marketing in service organizations and demonstrates the importance of systemization within service organizations.



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رقم المادة	عدد الساعات المعتمدة	اسم المادة الدراسية	المتطلب السابق
504735	3	سلوك المستهلك المتقدم Advanced Consumer Behavior	---
<b>الوصف المختصر:</b>			
In consumer behavior course students should be able to develop a good understanding of the influence consumer behavior has on marketing activities. Students should know how to apply social and cultural concepts to marketing decision making. Topics include the importance of consumer behavior and research; internal influences such as motivation and involvement, personality, self-image, life-style, perception, learning, attitude formation and change, and communication; external influences such as culture, subculture, social class, reference groups and family, and the diffusion of innovations; and consumer decision making.			
رقم المادة	عدد الساعات المعتمدة	اسم المادة الدراسية	المتطلب السابق
504745	3	التسويق الدولي المتقدم Advanced International Marketing	---
<b>الوصف المختصر:</b>			
Advanced international marketing course involves the study of the issues involved in identifying, and developing, relationships with international markets. The course analyzes the marketing that occurs across national boundaries. The course aims to give students the needed understanding of how to investigate the context and nature of international marketing management decisions and discover the relevance of basic concepts and theories to decision making in global marketing and help them to analyze political and legal, economic, and social environment worldwide.			
رقم المادة	عدد الساعات المعتمدة	اسم المادة الدراسية	المتطلب السابق
504746	3	استراتيجيات التسويق المتقدمة Advanced Marketing Strategies	---
<b>الوصف المختصر:</b>			
The course presents basic and advanced concepts in strategy development. The course provides overview about developing successful marketing plan based on understanding customers and marketing context. Identifying profitable and attractive market segments, adopting relevant marketing mix strategies to meet such segments are main concepts students should know about at this course.			
رقم المادة	عدد الساعات المعتمدة	اسم المادة الدراسية	المتطلب السابق
504712	3	الاتصالات التسويقية المتكاملة المتقدمة Advanced Integrated Marketing Communication	---
<b>الوصف المختصر:</b>			
The course is mainly related to advertising from an integrated marketing communications perspective. Some of the basic and advanced principles to be covered in order to make marketing managers able to take better integrated marketing communications decisions. The course provides needed knowledge regarding theoretical and practical approaches to advertisement design, including, designing messages in a creative way.			



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QF05/0409-3.0

المتطلب السابق	اسم المادة الدراسية	عدد الساعات المعتمدة	رقم المادة
---	ادارة علاقات الزبائن المتقدمة <b>Advanced Customers Relationship Management</b>	3	504760
<b>الوصف المختصر:</b>			
This course provides knowledge for developing a customer-focused company based on market research. The course focuses on using data to improve relationships with customers and to improve customer satisfaction level.			
المتطلب السابق	اسم المادة الدراسية	عدد الساعات المعتمدة	رقم المادة
---	التسويق المباشر المتقدم <b>Advanced Direct Marketing</b>	3	504770
<b>الوصف المختصر:</b>			
Advanced direct marketing examines the main concepts of direct marketing and help to develop students' skills regarding direct and database marketing. The course discusses how direct market concepts fits in the modern concepts and the philosophy of marketing.			
المتطلب السابق	اسم المادة الدراسية	عدد الساعات المعتمدة	رقم المادة
---	التسويق الالكتروني المتقدم <b>Advanced E-marketing</b>	3	504772
<b>الوصف المختصر:</b>			
This course provides an overview about employing Internet and other modern technologies within the marketing context. The course, also, discusses advanced concepts regarding using e-commerce for business-to-business and for business to consumer transactions, as well.			
المتطلب السابق	اسم المادة الدراسية	عدد الساعات المعتمدة	رقم المادة
---	موضوعات خاصة في التسويق <b>Special Topics in Marketing</b>	3	504790
<b>الوصف المختصر:</b>			
In special topics in marketing course students are expected to examine and discuss a number of current marketing topics, including, marketing and environment, marketing and energy, sports marketing, marketing and advertising and ethics, kids and advertising.			



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QF05/0409-3.0

رقم المادة	عدد الساعات المعتمدة	اسم المادة الدراسية	المتطلب السابق
503710	3	الادارة المالية المتقدمة Advanced Financial Management	---

الوصف المختصر:  
Advanced financial management course provides students with needed tools to understand comprehensive financial management in corporations with emphasis on decision making process. The course discusses long and short-term financing, mergers, acquisition, and business failures.

28/10/2019	تاريخ الاعتماد	د. نافز نمر علي	اعتمدت من قبل رئيس القسم
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QF05/0409-3.0

الكلية	الاعمال	القسم	ماجستير التسويق /مسار الشامل	رقم الخطة الدراسية
عدد المواد الدراسية	14	تاريخ الاعتماد	2019/10/28	2016-2017

رقم المادة	عدد الساعات المعتمدة	اسم المادة الدراسية	المتطلب السابق
501700	3	Business research methods	---
الوصف المختصر: Research design is a very central constituent of all strategic business decisions. The course provides students with basic methodological concepts. The main focus will be to present different methodological approaches in theoretical as well as empirical business research. The course covers fundamental stages of research data collection methods. More specifically, areas of study include the research process, problem solving, instrument development and data analysis. Overall, the course introduces a comprehensive introduction to the theme of business research methods. It will focus on the use of scientific research as a problem-solving tool.			
504710	3	Advanced Marketing Management	---
الوصف المختصر: The subject examines the modern view of marketing and concentrates on the areas such as identification of marketing opportunities; market segmentation, targeting and positioning; product life cycle analysis; new product development; services marketing and marketing mix decisions.			
504712	3	Advanced Integrated Marketing Communications	---
الوصف المختصر: The course is mainly related to advertising from an integrated marketing communications perspective. Some of the basic and advanced principles to be covered in order to make marketing managers able to take better integrated marketing communications decisions. The course provides needed knowledge regarding theoretical and practical approaches to advertisement design, including, designing messages in a creative way.			
504734	3	Advanced Service Marketing	---
الوصف المختصر: This course aims to provide students with needed knowledge regarding central concepts, theories, and methods of services marketing. The course help to assist students to apply their service marketing knowledge on modern service organizations. Advanced service marketing covers expected problems of marketing in service organizations and demonstrates the importance of systemization within service organizations.			
504735	3	Advanced Consumer Behavior	---
الوصف المختصر: The course provides various marketing and psychological concepts regarding the influence consumer behavior has on purchasing and other marketing activities. The course, also, discusses social and cultural topics and concepts related to marketing decision making process. These topics and concepts, include, the importance of consumer behavior and research; internal influences such as motivation and involvement, personality, self-image, life-style, perception, learning, attitude formation and change, and communication; external influences such as culture, subculture, social class, reference groups and family, and the diffusion of innovations; and consumer decision making.			



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رقم المادة	عدد الساعات المعتمدة	اسم المادة الدراسية	المتطلب السابق
504745	3	<b>Advanced International Marketing</b>	---
<b>الوصف المختصر:</b> Advanced international marketing course involves issues related to identifying, and developing, relationships with international markets. The course analyzes marketing that occurs across national boundaries. The course aims to give students the needed understanding of how to investigate the context and nature of international marketing management decisions and discover the relevance of basic concepts and theories to decision making in global marketing and help them to analyze political and legal, economic, and social environment worldwide.			
رقم المادة	عدد الساعات المعتمدة	اسم المادة الدراسية	المتطلب السابق
504746	3	<b>Advanced Marketing Strategy</b>	---
<b>الوصف المختصر:</b> <i>The course presents basic and advanced concepts in strategy development. The course provides overview about developing successful marketing plan based on understanding customers and marketing context. Identifying profitable and attractive market segments, adopting relevant marketing mix strategies to meet such segments are main concepts students should know about at this course.</i>			
رقم المادة	عدد الساعات المعتمدة	اسم المادة الدراسية	المتطلب السابق
504772	3	<b>Advanced Electronic Marketing</b>	---
<b>الوصف المختصر:</b> This course provides an overview about employing Internet and other modern technologies within the marketing context. The course, also, discusses advanced concepts regarding using e-commerce for business-to-business and for business to consumer transactions, as well.			
رقم المادة	عدد الساعات المعتمدة	اسم المادة الدراسية	المتطلب السابق
504760	3	<b>Advanced Customer Relationship Management</b>	---
<b>الوصف المختصر:</b> This course provides knowledge for developing a customer-focused company based on market research. The course focuses on using data to improve relationships with customers and to improve customer satisfaction level.			
رقم المادة	عدد الساعات المعتمدة	اسم المادة الدراسية	المتطلب السابق
504770	3	<b>Advanced Direct Marketing</b>	---
<b>الوصف المختصر:</b> Advanced direct marketing examines the main concepts of direct marketing and help to develop students' skills regarding direct and database marketing. The course discusses how direct market concepts fits in the modern concepts and the philosophy of marketing.			
رقم المادة	عدد الساعات المعتمدة	اسم المادة الدراسية	المتطلب السابق
504786	3	<b>Advanced Tourism Marketing</b>	---
<b>الوصف المختصر:</b> Advanced tourism marketing course presents the main characteristics of tourism marketing. It provides students with a comprehensive knowledge regarding all aspects of tourism marketing and helps them to understand the importance of marketing research within the tourism industry.			



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المتطلب السابق	اسم المادة الدراسية	عدد الساعات المعتمدة	رقم المادة
---	<b>Advanced Marketing Ethics</b>	<b>3</b>	<b>504788</b>
<b>الوصف المختصر:</b>			
The course aims to strengthen students' abilities regarding ethical and social challenges that face marketers and managers. It will focus on both academic and practical aspects in business ethics that might be useful for marketers and managers. Overall, marketers, managers as well as researchers have to be aware of their activities taking place within a particular social, political and cultural context. Potential ethical issues may arise at any stage of their business or research.			
المتطلب السابق	اسم المادة الدراسية	عدد الساعات المعتمدة	رقم المادة
	<b>Special Topics in Marketing</b>	<b>3</b>	<b>504790</b>
<b>الوصف المختصر:</b>			
In special topics in marketing course students are expected to examine and discuss a number of current marketing topics, including, marketing and environment, marketing and energy, sports marketing, marketing and advertising and ethics, kids and advertising.			
المتطلب السابق	اسم المادة الدراسية	عدد الساعات المعتمدة	رقم المادة
	<b>Advanced Financial Management</b>	<b>3</b>	<b>503710</b>
<b>الوصف المختصر:</b>			
Advanced financial management course provides students with needed tools to understand comprehensive financial management in corporations with emphasis on decision making process. The course discusses long and short-term financing, mergers, acquisition, and business failures.			

28/10/2019	تاريخ الاعتماد	د.نافز نمر علي	اعتمدت من قبل رئيس القسم
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