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| <b>Brief course description- Course Plan Development and Updating Procedures\</b><br>.....Marketing.....Department | <b>QF05/0409-</b><br><b>3.0E</b> |
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|-------------------------------------|----------|-----------------------|------------|--|
| Faculty                             | Business | Academic Department   | Marketing  | Number of the course plan<br>2021-2022 |
| Number of Major requirement courses | 14       | Date of plan approval | 23.08.2021 |  |

This form is just for the major requirement courses

| Course number | Credit hours | Title of the course               | Prerequisite-co-requisite |
|---------------|--------------|-----------------------------------|---------------------------|
| 501700        | 3            | Research Methodology for Business |                           |

Brief description

The course provides students with basic methodological concepts that can be used in their academic scientific research. The main focus is 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.

| Course number | Credit hours | Title of the course           | Prerequisite-co-requisite |
|---------------|--------------|-------------------------------|---------------------------|
| 504710        | 3            | Advanced Marketing Management |                           |

Brief description

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.

| Course number | Credit hours | Title of the course        | Prerequisite-co-requisite |
|---------------|--------------|----------------------------|---------------------------|
| 504734        | 3            | Advanced Service Marketing |                           |

Brief description

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.

| Course number | Credit hours | Title of the course        | Prerequisite-co-requisite |
|---------------|--------------|----------------------------|---------------------------|
| 504735        | 3            | Advanced Consumer Behavior |                           |

Brief description

In consumer behavior course students should be able to develop a good understanding of the influence



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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.

| Course number | Credit hours | Title of the course              | Prerequisite-co-requisite |
|---------------|--------------|----------------------------------|---------------------------|
| 504745        | 3            | Advanced International Marketing |                           |

**Brief description**

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.

| Course number | Credit hours | Title of the course           | Prerequisite-co-requisite |
|---------------|--------------|-------------------------------|---------------------------|
| 504746        | 3            | Advanced Marketing Strategies |                           |

**Brief description**

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.

| Course number | Credit hours | Title of the course              | Prerequisite-co-requisite |
|---------------|--------------|----------------------------------|---------------------------|
| 504745        | 3            | Advanced International Marketing |                           |

**Brief description**

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.

| Course number | Credit hours | Title of the course           | Prerequisite-co-requisite |
|---------------|--------------|-------------------------------|---------------------------|
| 504746        | 3            | Advanced Marketing Strategies |                           |

**Brief description**



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| Course number | Credit hours | Title of the course                         | Prerequisite-co-requisite |
|---------------|--------------|---|---------------------------|
| 504712        | 3            | Advanced Integrated Marketing Communication |                           |

**Brief description**

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.

| Course number | Credit hours | Title of the course                       | Prerequisite-co-requisite |
|---------------|--------------|---|---------------------------|
| 504760        | 3            | Advanced Customer Relationship Management |                           |

**Brief description**

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.

| Course number | Credit hours | Title of the course       | Prerequisite-co-requisite |
|---------------|--------------|---------------------------|---------------------------|
| 504770        | 3            | Advanced Direct Marketing |                           |

**Brief description**

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 fit in the modern concepts and the philosophy of marketing.

| Course number | Credit hours | Title of the course  | Prerequisite-co-requisite |
|---------------|--------------|----------------------|---------------------------|
| 504772        | 3            | Advanced E-Marketing |                           |

**Brief description**

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.



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| Course number   | Credit hours | Title of the course           | Prerequisite-co-requisite |
|---|--------------|-------------------------------|---------------------------|
| 504790  | 3            | Special Topics in Marketing   |                           |
| Brief description<br>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.                   |              |                               |                           |
| Course number   | Credit hours | Title of the course           | Prerequisite-co-requisite |
| 503710  | 3            | Advanced Financial Management |                           |
| Brief description<br>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. |              |                               |                           |

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| Approved by department council | Dr. Dima Dajani | Date of approval | 23-08-2021. |
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