



Philadelphia University
Faculty of –business Administration and financial sciences
Department of --Marketing
1ST semester, 2008/2009

Course Syllabus

Course Title: Marketing Information System (MIS)	Course code: 0350453
Course Level: 4	Course prerequisite: principles of Marketing 0350160
Lecture Time:8:15 - 9:45	Credit hours: 3

<u>Academic Staff</u>				
<u>Specifics</u>				
Name	Rank	Office Number and Location	Office Hours	E-mail Address
L. Tamador Shatnawi	Lecturer	32418 4th floor	12:45 – 2:00 MW 8:00-9:00 STT	Shatnawit@yahoo.com

Course module description:

This course covers introduction to marketing information systems and its basic functions , develop students knowledge regarding MIS in the light of Automation and data support systems for decision making .

Course objectives :

- Introduction to information systems , Management Information systems and Marketing information systems .
- Be aware of MIS main components .
- Define Marketing information system database .
- Explain the relation between MIS , decision making process and gaining competitive advantage over other competitors .

Course/ module components

Author: Hashem , Tareq , 2008. Marketing Information System , Tasneem Publications.

Authors: Altaee , Mohammad & Ajarmeh , Tayseer 2002. Marketing Information System , Hammed Publications.

- **Support material (s)**
- **Study guide (s) (if applicable)**
- **Homework and laboratory guide (s) if (applicable).**

Teaching methods:

Lectures, discussion groups, tutorials, problem solving, debates, etc.

Learning outcomes:

- Knowledge and understanding
- Cognitive skills (thinking and analysis).
- Communication skills (personal and academic).
- Practical and subject specific skills (Transferable Skills).

Assessment instruments

- Short reports and/ or presentations, and/ or Short research projects
- Quizzes.
- Home works
- Final examination: 50 marks

<u>Allocation of Marks</u>	
Assessment Instruments	Mark
First examination	20
Second examination	20
Final examination: 50 marks	50
Reports, research projects, Quizzes, Home works, Projects	10
Total	100

Documentation and academic honesty

- Documentation style (with illustrative examples)
- Protection by copyright
- Avoiding plagiarism.

Course/module academic calendar

Week	Basic and support material to be covered	Homework/reports and their due dates
(1)	Marketing information system today	
(2)	MIS	Presented report about the importance of MIS
(3)	MIS	Presented reports about MIS Vs Market research
(4)	Evolution of MIS	Presented report about MIS development
(5)	Internal Records systems and Market Research	Debate session
(6) & (7) 1st Exam 19/11/2008	Marketing Intelligence System I	Presented report about marketing intelligence system
	Marketing intelligence System II	
(8)	Marketing Information System	Presented report about the organization of MIS with practical examples
(9)	Strategic Marketing and Strategic Planning	Presented report about means of strategic planning
(10)	MIS and decision making process	Practical examples for MIS and Decision making
(11) 2nd Exam 17/12/2008	Marketing – Key performance indicators	Presented report of practical examples
(12)	MIS and competitive derange I	Discussion and debate session
(13)	MIS and competitive adavantages II	
(14)	MIS implementaion at the Kingdome	
(15) trial Exam	Review	
(16) Final exam not yet defined date	- -	

Expected workload:

On average students need to spend 2 hours of study and preparation for each 50-minute lecture/tutorial.

Attendance policy:

Absence from lectures and/or tutorials shall not exceed 15%. Students who exceed the 15% limit without a medical or emergency excuse acceptable to and approved by the Dean of the relevant college/faculty shall not be allowed to take the final examination and shall receive a mark of zero for the course. If the excuse is approved by the Dean, the student shall be considered to have withdrawn from the course.

Journals

Journal of Academy of Marketing Science
Journal of Marketing
Journal of Consumer Research

- Websites

www.emerald-library.com