

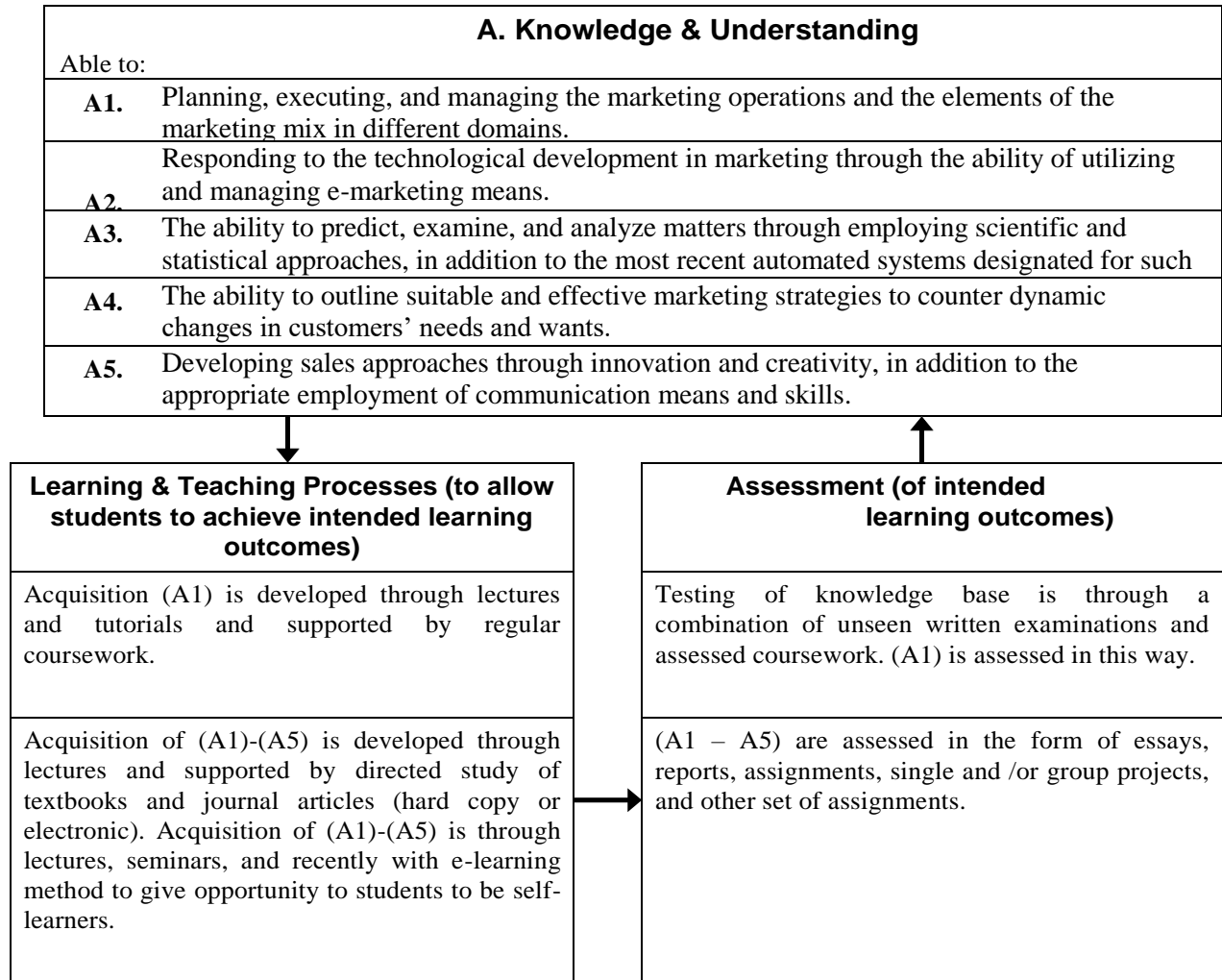
Marketing Department

1. AIMS OF THE PROGRAM

The programme aims to:

1. Develop the capacity to learn and practice as competent professionals and make a positive contribution to society.
2. Build self-confidence and problem solving abilities in a variety of work situations.
3. Develop awareness of the social, organizational, and professional context in which they will be working and be sensitive to cultural, moral, and political issues.
4. Contribute to and take an active part in a range of commercial, industrial, and academic activities.
5. Exhibit a broad range of skills and activities related to the management and operation of typical business concerns.
6. Recognize the potential of emerging technologies and the globalization aspects in the context of modern day business practice and acquire a spirit of lifelong learning.
7. Meet and maintain standards set by professional bodies and understand the terminology, practices, tools and techniques in the operation of typical business ventures.
8. Inculcate a spirit of research and enquiry through suitable mechanisms: such as the Department research and staff development activities.
9. Cultivate transferable skills such as verbal and written communication, teamwork, leadership, etc.

2. INTENDED LEARNING OUTCOMES OF THE PROGRAM



B. Intellectual Skills

Able to:

- | | |
|------------|---|
| B1. | Analyze a wide range of marketing problems, provide a suitable rationale of the analysis, and provide solutions through suitable text, diagrams, quantitative illustrations, simulations etc; |
| B2. | Perform and evaluate research with a view to acquire new knowledge and to utilize it in practice where possible; |
| B3. | Use theoretical concepts and practical marketing tactics to design and demonstrate typical marketing cases; |
| B4. | Gain a coherent understanding of various marketing theories and develop creative skills through analysis and synthesis of large volumes of information; |
| B5. | Communicate effectively with peer groups about professional and business matters. |



Learning & Teaching Processes	Assessment
<p>Intellectual skills are developed through the teaching and learning program. Each course, whatever the format of teaching, involves practice in applying concepts orally and in writing, analysis and interpretation of materials, and individual feedback sessions for learners on work produced. Workshops and practical exercises more usually support skill development curricula and open learning materials are used extensively to facilitate individually paced skill acquisition and development.</p> <p>Project-based and student-tutor directed approaches are introduced to encourage the notion of learner independence and to promote application of developing competencies.</p>	<p>The assessment methods place great emphasis on the learner's ability to demonstrate skills (B1) - (B5) through the exams and the problem based exercises, the submission of coursework, reports, case studies, and set of assignments. Every student should submit a report for the practical training, and the graduation project, which provide a perfect vehicle to demonstrate capability in a range of intellectual skills linked to specialist knowledge, understanding and practical skills.</p>

C. Practical Skills	
Able to:	
C1.	Plan, organizes, and operates marketing management projects ranging over a wide scale of complexity;
C2.	Prepare and deliver coherent and well structured reports which meet professional standards;
C3.	Utilize modern technology, i.e. e-marketing techniques to produce and launch contemporary campaigns
C4.	Gain competence in the use of new technologies to search for and retrieve suitable materials and make discriminating use of various available resources including the Electronic Library;
C5.	Communicate effectively at a spectrum of different levels and set up suitable channels of communication between various parts of an organisation;
C6.	Be fully aware of and adapt to the rapidly changing and risk oriented nature of real life business
C7.	Gain competence in the use of special tools which are necessary in business decision making situations.



Learning & Teaching Processes	Assessment
<p>These skills are developed through opportunities to practice the activity in an appropriate learning context such as workplace placement. Guidance manuals may be used to support learning. All learners receive initial guidance on how to locate and use material available in textbooks, library and the Internet. The references provided for each module at the outset are for guidelines for the production of coursework, projects, essays, or reports.</p> <p>The reports that should be submitted for graduation project and the practical training modules enable students to achieve (C1, C2).</p>	<p>Coursework portfolios are considered as a mechanism for managing breadth and complexity and as an instrument for providing ongoing feedback. More huge assessment vehicles are the norm with significant opportunity for student negotiation of assessment around a theme through deployment of learning contracts.</p>

D. Transferable Skills and Personal Qualities

Able to:

- D1.** Understand the importance of communication skills;
- D2.** Work effectively with and for others;
- D3.** Strike a balance between self-reliance and seeking help when necessary in new situations;
- D4.** Manage time, prioritize workloads, recognize and manage emotion and stress levels;
- D5.** Utilize information management skills e.g. use of IT , office automation and new communication technologies as they become available;
- D6.** Be responsive to appraisal and recognize continuous learning and training as an integral part of professional practice;
- D7.** Be multidisciplinary in approach, understand the competitive nature of business and foster attitudes of tenacity which help to succeed in demanding circumstances.



Learning & Teaching Processes	Assessment
<p>All modules require coursework and regular feedback, which is given to the learners to develop not only their understanding but also their ability to design and write well-structured reports (D1). Skill (D2) is mainly developed through individual learning. Individuals or group learners develop skills (D3) and (D4) in classes, tutorials, seminars, workshops, which rely on discussion and interaction, as well as presentations given. Skill (D5) is learnt through the management of time to meet the various and sometimes conflicting deadlines for submissions of coursework. Skill (D6, D7) are learnt through tutorials. These skills are also developed through extra-curricula activities including work experience n social and cultural activities.</p>	<p>Effective communication of ideas is an important criterion in assessing all areas of a learner's work, and the regular feedbacks as well as the final mark reflect this. Skill (D2) is assessed through the assembly of necessary information for writing reports especially for the graduation project and the practical training modules, or for the preparation of the coursework. Skills (D3) and (D4) are assessed by both the coursework and the graduation project produced, which, although supervised, is nevertheless the result of independent thought and work /research by the learner.</p>



3. THE STRUCTURE OF THE PROGRAM

The College applies the American Course System which is based on the credit units. Students should complete 44 modules for the bachelor's degree (22 modules for the diploma), each with 3 credit hours (Total of 132 credit hours for the bachelor's degree and 22 modules for the diploma).

4. CURRICULUM PROGRESSION: INTENDED LEARNING OUTCOMES FOR EACH YEAR

Outlined later in this *Handbook of Curriculum Design*.

5. STUDENT INDUCTION, SUPPORT AND DEVELOPMENT (in order to deliver the year learning outcomes)

Student induction, support and development are well-developed aspects with a framework, which provides support to the students throughout their program. The key mechanisms include the following:

- Induction procedures for new students at admission with access to senior members of staff. Induction for returning students is also implemented as it is beneficial in specifying the progressive nature of the learning experience, for example, higher order skills and independent learning. In both cases, many meetings are held between the Dean and the students and the Head of Department with the students.
- Provision of Academic tutor for each student
- Provision of good physical and learning resources including internet, library, and up to date electronic educational media, e.g. Email and web based material.
- Provision of good social facilities, e.g. internet cafes, sport spaces, cafeterias, etc.
- Provision of Self Study Facilities:
 - The Electronic Library
 - The College Web page that provides students with all relevant information such as:
 - Undergraduate Handbook
 - Program Specifications
 - Lectures and course notes.
 - Past Exams, tutorials, and assignments.
 - Distance learning has been implemented through agreement with Yarmouk University which provided the College with video-conferencing facilities.
 - Careers Advisory Service to provide information for students and graduates of the College.
 - Student's opinion on the quality of the teaching is considered by completing a Module Evaluation Questionnaire for each module in each semester.
 - Students' Memberships of various committees can add a voice in resource allocation and other matters.
 - Drop-In centre is utilized to enhance students' performance in some courses.
 - Student Financial Aid is provided in two mechanisms: the first mechanism is through the Student work program. The second mechanism is through special Discount Scholarships provided by the College to students based on various criteria.
 - Free books & medical insurance.

Curriculum Map of Course Units against Intended Learning Outcomes of Marketing Programme

Course Unit Title and Code (including placements, field courses and other components)			Knowledge & Understanding					Intellectual Skills					Practical Skills							Transferable Skills & Personal Qualities						
Code	<i>Course Unit title</i>	C/O	A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	C6	C7	D1	D2	D3	D4	D5	D6	D7
0110101	Arabic Language Skills (1)	C	D		A	D		A		D		A	D	A	A	D	D	A	D			A		A	D	
0111100	Military Science	c	A			A	D	D		A					D			A	A	A		D				A
9111101	National Education	C		D	A	D				A	D	A		D	A	A	A	A			A			D	A	
0130101	English Language Skills (1)	C	D	A			A	A	A	D									D			D		A	D	
0130102	English Language Skills (2)	C			A	D		A	A	D	A	A	D	D		A		A			A		D	D		A
0250105	Business Calculus	C					D		A		D	A	D							A		D	D			
0310110	Principles of Accounting/1	C	A	A	D										A	A	D		A		D	D				
0320108	Research methods & Statistics	C		A	A	D	D	A	D	A			D			A	A	A								D
0320150	Principles of Microeconomics	C				A	A	D	D	A	D			A	A	D					A	A	D			
0320211	Financial Management	c		A	D	D				A	D	D			D		A	D				D	D			
0330110	Introduction to Management	C	D		A	D		A			D	D		A	A	D	D	A	D			A	A	D		
0350110	Principles of Marketing	C		A			A						D		A		D	A				D	A	D	A	
0310111	Principles of Accounting(2)	C		A	D	D			A	A	D	D		D	A	D	A	A	D	D	A	D		A		
0310332	Managerial Accounting	C			D		A	D						A	A	D	D				A	A		A	D	
0320208	Administrative statistics	C	A	D	D		A	A	D	D	A	D			D	D	D	A								
0330224	Production & Operations Management	C				D		A	D					A	A	D	D				D		A	A	A	D
0371248	Management Information Systems	C	D		D		A	D			A			A	A	D	D		A				D	A	A	D
0381222	Exhibition and Conference Management	C				D		A	D			A			D	A	A				D	A	D	A	A	D
0410322	Business Law and Ethics	C	A	D	D		D		A	D	D			D	D	D	A		A	D	A					

0350211	Sales Management	C	A D	D A D			D D A	D	D D D A	A
0350220	E-Marketing	C	D A D		D		D A D A A		D D A A	A
0350240	Health Marketing	C	D A	D		D	A A D D	D	D A D	
0350245	Hotel and Tourism Marketing	C	A D D D	A D			D D D A	D	D A D A A	A
0350312	Consumer Behavior	C	D A D	D	A	D	A A D D		D A	D
0350313	Marketing Communications	C	A D	D A D			A A D D	A	D D D A	
0350320	Marketing Management	C	D	A D			D D D A		D A D A	D
0350321	Distribution Channel Management	C	A D	D A D			D D A		D A D A	
0350332	Customer Relations Management	C	D A D	D			D A A		D A D	A
0350341	Services Marketing	O	D A D	A D		D	A A D D	D	D A D A A	
0350342	Industrial Marketing	C	D A D	A D			D A A A		D A	
0350343	Bank Marketing	C	A A D	D	D		D A A		A A D D	A
0350371	Pricing Policies	C	D A D	A D		D	D A D A A	A	D D D A	D
0350421	Marketing Strategies	C	A A D D	A A D		D	A	D	A A D D	A
0350423	Global Marketing	C	A A D D	A		A	D D D A		A A D D	D
0350433	Current Marketing Issues	C	A D D D	A D			A A D D	D	D A D	
0350452	Research Project	C	A D	D A D			A A A A	D	D A D	
0350454	Practical Training	C	D A D	D	A	D	A A D A	D	D A D	

Legends for Cells:

D = skills are taught or developed by students within this course unit
A = skills are assessed within this course unit

C = compulsory course unit
O = optional course unit

