



**Philadelphia University**  
**Faculty of –business Administration and financial sciences**  
**Department of --Marketing**  
**1<sup>ST</sup> semester, 2009/2010**

**Course Syllabus**

<b>Course Title: Marketing management</b>	<b>Course code: 0350161</b>
<b>Course Level: 2</b>	<b>Course prerequisite: 0350160</b>
<b>Lecture Time:</b>	<b>Credit hours: 3</b>

**Academic Staff Specifics**

<b>Name</b>	<b>Rank</b>	<b>Office Number and Location</b>	<b>Office Hours</b>	<b>E-mail Address</b>
<b>Dr. Shaker Ismail</b>	<b>Assistant prof</b>	<b>32422</b>		<a href="mailto:sismail@philadelphia.edu.jo">sismail@philadelphia.edu.jo</a>

**Course module description:**

Division Compulsory Requirements.

**Course module objectives:**

**To Provide Student With A Board Introduction To marketing management, and different Concepts And Theories That Will Help Students To Understand The Actions And Decisions Of top management in strategic planning.**

- **Marketing management, 2006. Philip kotler. Kevin Lane Keller..**

- Support material (s) (vcs, acs, etc).
- 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

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- Cognitive skills (thinking and analysis).

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- Communication skills (personal and academic).

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- Practical and subject specific skills (Transferable Skills).

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**Assessment instruments**

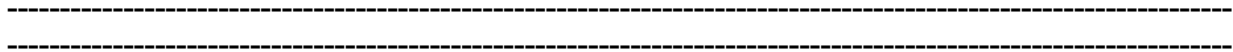
- Short reports and/ or presentations, and/ or Short research projects
- Quizzes.
- Home works
- Final examination: 50 marks

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

works, Projects	
Total	<b>100</b>

**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)	<b>Defining marketing for the 21<sup>st</sup> century.</b>	
(2)	<b>Developing Marketing strategies and plans.</b>	
(3)	Gathering information and scanning environment.	
(4)	Conducting marketing research and forecasting demand.	
(5)	Creating customer value, satisfaction and loyalty.	
(6) <b>First examination</b>	: Analyzing consumer markets.	
(7)	Analyzing business markets.	
(8)	developing global vision through marketing research.	
(9)	identifying market segmentation.	
(10)	Crafting the brand positioning .	
(11) <b>Second examination</b>	Dealing with competitors.	
(12)	Setting product strategy.	
(13)	Designing and managing services.	

(14)	Developing pricing strategies.	
(15)	Designing and managing value networks and channels.	
(16) final examination	Managing retailing wholesaling.	

**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.**

**Module references**

**Journals**

Journal of Academy of Marketing Science

**Websites**

[www.adassoc.org.uk](http://www.adassoc.org.uk)