

Philadelphia University	 PHILADELPHIA UNIVERSITY <small>THE WAY TO THE FUTURE</small>	Approved Date: 2023/06/22
Faculty: Business		Issue: 2
Department: Business Administration		Credit Hours: 3 hours
Academic Year: 2024/2025		Degree: Bachelor

Course Information

Course No.	Course Title	Prerequisite
0350110	Principles of Marketing	-----
Course Type		Class Time
<input type="checkbox"/> University Requirement <input checked="" type="checkbox"/> Faculty Requirement <input type="checkbox"/> Major Requirement <input type="checkbox"/> Elective <input type="checkbox"/> Compulsory		
Course Level*		Hours No.*
<input checked="" type="checkbox"/> 6 th <input type="checkbox"/> 7 th <input type="checkbox"/> 8 th <input type="checkbox"/> 9 th		3

*According to JNQF standards

Instructure Information

Name	Office No.	Phone No.	Office Hours	E-mail
Dr.abdallah abusalma				Aabusalma@philadelphia.edu.jo

Course Delivery Method

<div><input checked="" type="checkbox"/> Blended</div> <div><input type="checkbox"/> Online</div> <div><input type="checkbox"/> Physical</div>			
Learning Model			
Percentage	Synchronous	Asynchronous	Physical
	--	%33.5	66.5%

Course Description

This course focuses on introducing the basic concept of marketing, external and internal environment forces, marketing mix, marketing research, pricing process, which are related to understanding customer needs and desires.

Course Learning Outcomes

Number	Outcome	Corresponding Program Outcomes
Knowledge		
K1	Understanding of marketing and determining the steps of the marketing process.	Kp1
K2	Identify marketing channels and delivering customer value (distribution)	Kp2
K3	Specify engaging customers and communicating customer value (promotion)	Kp1
Skills		
S1	Mastering effective communication methods in all its forms, written, visual and oral, to work efficiently in the marketing environment.	Sp1
S2	Employing digital skills, using different software applications to present information and data visually and concisely about the market and prices.	Sp2
Competencies		

Learning Resources

Course Textbook	<ul style="list-style-type: none"> Philip T. Kotler and Gary Armstrong. (2020). Principles of Marketing (18th Edition). Pearson publishing.
Supporting References	<ul style="list-style-type: none"> Tracy L. Tuten. (2020). Principles of Marketing for a Digital Age (^{First} Edition). SAGE publishing. David Jobber and Fiona Ellis-Chadwick(^{First} Edition). (2019). Principles and Practice of Marketing. McGraw-Hill Education د. زكريا عزام، عبد الباسط حسونة ومصطفى الشيخ. (2022). مبادئ التسويق الحديث. النسخة (الثالثة عشرة). دار المسيرة للنشر. د. اياد خنفر، د. احمد الزامل ورائد الغرابيات. (2018). مبادئ التسويق. النسخة (الثانية). دار وائل للنشر.
Supporting Websites	www.ebsco.com http://library.philadelphia.edu.jo/ST_EN.htm https://bit.ly/3vblsIH (APA7 Referencing)
Teaching Environment	<input checked="" type="checkbox"/> Classroom <input type="checkbox"/> laboratory <input checked="" type="checkbox"/> Learning Platform <input type="checkbox"/> Other

Meetings and Subjects Time Table

Week	Topic	Learning Method*	Task	Learning Material
1	Course introduction	Orientation	<ul style="list-style-type: none"> Introduce the instructor Meet students Class ground rules 	<ul style="list-style-type: none"> Syllabus

			<ul style="list-style-type: none"> Syllabus introduction 	
2	Defining marketing: <ul style="list-style-type: none"> What is marketing? Understanding marketplace and customer needs? Customer Relationships and Capturing Customer Value 	<ul style="list-style-type: none"> Lecture Collaborative learning 	<ul style="list-style-type: none"> Read chapter Discussions Video 	<ul style="list-style-type: none"> Chapter 1
3	Marketing environment and strategy: <ul style="list-style-type: none"> The type of environment <ol style="list-style-type: none"> Micro environment Macro environment 	<ul style="list-style-type: none"> Lecture Flipped class 	<ul style="list-style-type: none"> Read chapter Mind mapping and Brainstorming 	<ul style="list-style-type: none"> Chapter2 (Supporting material 1)
4	Marketing environment and strategy: <ul style="list-style-type: none"> Planning marketing. Marketing strategy and marketing mix 	<ul style="list-style-type: none"> Lecture Collaborative learning 	<ul style="list-style-type: none"> Read chapter Group Discussion 	<ul style="list-style-type: none"> Chapter 2.b (Supporting material 1)
5	Marketing mix (1): products-building customer value <ul style="list-style-type: none"> What are a products Products and services decisions. 	<ul style="list-style-type: none"> Lecture Problem solving based learning. 	<ul style="list-style-type: none"> Read chapter Discussion Mind mapping and Brainstorming 	<ul style="list-style-type: none"> Chapter 3 (Supporting material 1)
6	Marketing mix (1): products-building customer value <ul style="list-style-type: none"> Brands strategies New products developments Product lifecycle 	<ul style="list-style-type: none"> Lecture Flipped class 	<ul style="list-style-type: none"> Read chapter Discussion Quiz 1 	<ul style="list-style-type: none"> Chapter 3
7	<ul style="list-style-type: none"> Marketing mix (2): pricing - capturing customer value What is a price. pricing strategies. 	<ul style="list-style-type: none"> Lecture Collaborative learning 	<ul style="list-style-type: none"> Read chapter Group Discussion 	<ul style="list-style-type: none"> Chapter 4 (Supporting material 1)
8	<ul style="list-style-type: none"> Marketing mix (2): pricing - capturing customer value New product price strategies Product mix pricing strategies 	<ul style="list-style-type: none"> Lecture Problem solving based 	<ul style="list-style-type: none"> Read chapter Mind mapping and Brainstorming 	<ul style="list-style-type: none"> Chapter 4
Mid-term Exam				
9	Marketing mix (3): marketing channels -delivering customer value: <ul style="list-style-type: none"> Channels behavior and organization. Channel design decisions 	<ul style="list-style-type: none"> Lecture Flipped class 	<ul style="list-style-type: none"> Read chapter In-class group work Video and discussions 	<ul style="list-style-type: none"> Chapter 5 Students' research
10	Marketing mix (3): marketing channels -delivering customer value: <ul style="list-style-type: none"> Channel management decision. 	<ul style="list-style-type: none"> Lecture Collaborative learning 	<ul style="list-style-type: none"> Read chapter Video and discussions 	<ul style="list-style-type: none"> Chapter 5

	<ul style="list-style-type: none"> • Retailing and wholesaling. 			
11	Marketing mix (4): marketing promotion -communicating customer value: <ul style="list-style-type: none"> • Promotion mix 	<ul style="list-style-type: none"> • Lecture • Collaborative learning 	<ul style="list-style-type: none"> • Read chapter • Discussion • One minute paper Quiz 2	<ul style="list-style-type: none"> • Chapter 6
12	Marketing mix (4): marketing promotion -communicating customer value: <ul style="list-style-type: none"> • Advertising • Public relations 	<ul style="list-style-type: none"> • Lecture • Collaborative learning 	<ul style="list-style-type: none"> • Read chapter • Discussion • Video 	<ul style="list-style-type: none"> • Chapter 6
13	Marketing mix (4): marketing promotion -communicating customer value: <ul style="list-style-type: none"> • Personal selling • Sales promotion 	<ul style="list-style-type: none"> • Lecture • Flipped class 	<ul style="list-style-type: none"> • Read chapter • Discussion 	<ul style="list-style-type: none"> • Chapter 6
14	<ul style="list-style-type: none"> • Group Presentation 	<ul style="list-style-type: none"> • Project based learning 	<ul style="list-style-type: none"> • Presentations 	<ul style="list-style-type: none"> • project-based learning
15	<ul style="list-style-type: none"> • Group Presentation 	<ul style="list-style-type: none"> • Project based learning 	<ul style="list-style-type: none"> • Presentations 	<ul style="list-style-type: none"> • project-based learning
16	Final Exam			

*Includes: lecture, flipped Class, project-based learning, problem solving based learning, collaboration learning.

Course Contributing to Learner Skill Development

Using Technology
<ul style="list-style-type: none"> • Students will use several offline software (i.e Microsoft Office) or online software (i.e Prezi and Google Slides) to deliver their presentations. • Students will use the internet search engines to capture needed data and information to perform their assignments. • Students will use the electronic email for submitting the required documents.
Communication Skills
<ul style="list-style-type: none"> • Students will develop their verbal and nonverbal communication skills by participating in classroom activities, group work, and presentations. • Students will use creative and critical thinking while participating in classroom discussions, solving issues, and performing various assignments.
Application of Concept Learnt
<ul style="list-style-type: none"> • Students will reflect on the acquired knowledge of marketing concepts, principles, and models using adult learning methods (i.e Experiential and project-based learning)

Assessment Methods	Grade	Activity	Assessment Time (Week No.)	Course Outcomes to be Assessed
Mid Term Exam	% 30	Exam	8 th week	K1, K2, K3
Term Works* 30%	%10	Quiz 1	6 th week	K1, K2, K3
	%10	Quiz 2	11 th week	K1, K2, K3
	%10	Presentation	14 th week	K1, K2, K3,S1
Final Exam	% 40	Exam	16 th week	K1, K2, K3 S1,S2
Total	%100			

* Include: quizzes, in-class and out of class assignment, presentations, reports, videotaped assignment, group or individual project.

Alignment of Course Outcomes with Learning and Assessment Methods

Number	Learning Outcomes	Learning Method*	Assessment Method**
Knowledge			
K1	Understanding of marketing and determining the steps of the marketing process.	<ul style="list-style-type: none"> • Lecture • Collaborative learning • Flipped class 	<ul style="list-style-type: none"> • In-class Activities • Presentation • Assignment
K2	Identify marketing channels and delivering customer value (distribution)	<ul style="list-style-type: none"> • Lecture • Collaborative learning 	<ul style="list-style-type: none"> • Exam • In-class Activities • Assignment
K3	Specify engaging customers and communicating customer value (promotion)	<ul style="list-style-type: none"> • Lecture • Problem solving based • Flipped class 	<ul style="list-style-type: none"> • Exam • In-class Activities • Presentation
Skills			
S1	Mastering effective communication methods in all its forms, written, visual and oral, to work efficiently in the marketing environment.	<ul style="list-style-type: none"> • Collaborative learning • Project based learning 	<ul style="list-style-type: none"> • Exam • In-class activities • Presentation • Group Assignment
S2	Employing digital skills, using different software applications to present information and data visually and concisely about the market and prices.	<ul style="list-style-type: none"> • Collaborative learning • Project based learning 	<ul style="list-style-type: none"> • In-class activities • Presentation • Group Assignment
Competencies			

*Include: lecture, flipped class, project based learning, problem solving based learning, collaboration learning.

** Include: quizzes, in-class and out of class assignments, presentations, reports, videotaped assignments, group or individual projects.

Course Policies

Policy	Policy Requirements
Passing Grade	The minimum pass for the course is (50%) and the minimum final mark is (35%).
Missing Exams	<ul style="list-style-type: none"> Anyone absent from a declared semester exam without a sick or compulsive excuse accepted by the dean of the college that proposes the course, a zero mark shall be placed on that exam and calculated in his final mark. Anyone absents from a declared semester exam with a sick or compulsive excuse accepted by the dean of the college that proposes the course must submit proof of his excuse within a week from the date of the excuse's disappearance, and in this case, the subject teacher must hold a compensation exam for the student. Anyone absents from a final exam with a sick excuse or a compulsive excuse accepted by the dean of the college that proposes the material must submit proof of his excuse within three days from the date of holding that exam.
Attendance	The student is not allowed to be absent more than (15%) of the total hours prescribed for the course, which equates to six lecture days (n t) and seven lectures (days). If the student misses more than (15%) of the total hours prescribed for the course without a satisfactory or compulsive excuse accepted by the dean of the faculty, he is prohibited from taking the final exam and his result in that subject is considered (zero), but if the absence is due to illness or a compulsive excuse accepted by the dean of the college that the article is introduced, it is considered withdrawn from that article, and the provisions of withdrawal shall apply to it.
Academic Integrity	Philadelphia University pays special attention to the issue of academic integrity, and the penalties stipulated in the university's instructions are applied to those who are proven to have committed an act that violates academic integrity, such as cheating, plagiarism (academic theft), collusion, intellectual property rights.

Program Learning Outcomes to be assessed in this Course

Number	Learning Outcome	Course Title	Assessment Method	Targeted Performance level

Description of Program learning Outcomes Assessment Method

Number	Detailed Description of Assessment

Assessment Rubric of the Program Learning Outcomes

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