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| **Approved Date:** |  | **Philadelphia University** |
| **Issue:** | **Faculty:** Business |
| **Credit Hours:** 3 hours | **Department:** Business Administration |
| **Degree:** Bachelor | **Course Syllabus** | **Academic Year:** 2022/2024 |

**Course Information**

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| **Prerequisite** | | **Course Title** | | **Course No.** |
| **---** | | **Principles of Marketing** | | **0350110** |
| **Room No.** | **Class Time** | | **Course Type** | |
| **32306** | **08:15-09:05**  **Sat, Mon** | | Univirsity Requirement Fuclty Requirement   * Major Requirement  Elective  Compulsory | |

**Instructure Information**

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| --- | --- | --- | --- | --- |
| **E-mail** | **Office Hours** | **Phone No.** | **Office No.** | **Name** |
| malrwashdeh@philadelphia.edu.jo | Sat and Mon  09:00-10:00 Am | 2631 | 42322 | Dr. Muneer Alrwashdeh |

**Course Delivery Method**

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| --- | --- | --- | --- |
| **Blended Online Physical** | | | |
| **Learning Model** | | | |
| **Physical** | **Asynchronous** | **Synchronous** | **Percentage** |
| **%70** | **30%** | **--** |

**Course Description**

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| This course focuses on introducing the basic concept of marketing, external and internal environment forces, marketing mix, marketing research, international marketing, pricing process, promotional campaign, distribution, customer relationship management, service marketing, which are related to understanding customer needs and desires**.** |

**Course Learning Outcomes**

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| --- | --- | --- |
| **Corresponding Program Outcomes** | **Outcome** | **Number** |
| **Knowledge** | | |
| **Kp1** | Define marketing and outline the steps in the marketing process. | **K1** |
| **Kp1** | Explain the marketing strategy and understanding marketplace and customer value. | **K2** |
| **Kp1** | Classify the marketing mix (understanding the products and brands building customer value) | **K3** |
| **Kp4** | Specify the pricing and capturing the customer value. | **K4** |
| **Kp2** | Identify marketing channels and delivering customer value (distribution) | **K5** |
| **Kp1** | Specify engaging customers and communicating customer value (promotion) | **K6** |
| **Skills** | | |
| **Sp1** | Communicating effectively in all forms, written, visual and oral, for operating efficiently in the marketing environment. | **S1** |
| **Sp2** | Employ digital skills, using different software applications to visually present information and data concisely. | **S2** |
| **Sp3** | Apply critical thinking skills in decision-making and solving individual, business, and community-related problems. | **S3** |
| **Competencies** | | |
| **Cp3** | Perform effectively on teamwork and display interpersonal skills in applying the marketing concepts and principles. | **C1** |

**Learning Resources**

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| --- | --- |
| * Philip T. Kotler and Gary Armstrong. (2020). Principles of Marketing (18th Edition). Pearson publishing. | **Course Textbook** |
| * 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 الغرابات‏. (2018). مبادئ التسويق. النسخة (**الثانية**).‏ دار وائل للنشر. | **Supporting References** |
| [www.ebsco.com](http://www.ebsco.com)  <http://library.philadelphia.edu.jo/ST_EN.htm>  <https://bit.ly/3vblsIH> (APA7 Referencing) | **Supporting Websites** |
| **Classroom**  **laboratory Learning Platform Other** | **Teaching Environment** |

**Meetings and Subjects Time Table**

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| --- | --- | --- | --- | --- |
| **Learning Material** | **Task** | **Learning Method\*** | **Topic** | **Week** |
| * Syllabus | * Introduce the instructor * Meet students * Class ground rules * Syllabus introduction | Orientation | Course introduction | **1** |
| * Chapter 1 | * Read chapter * Discussions * Video | * Lecture * Collaborative learning | Defining marketing:   * What is marketing? * Understanding marketplace and customer needs? * Customer Relationships and Capturing Customer Value | **2** |
| * Chapter3 * (Supporting material 1) | * Read chapter * Mind mapping and Brainstorming | * Lecture * Flipped class | Marketing environment and strategy:   * The type of environment  1. Micro environment 2. Macro environment | **3** |
| * Chapter 3.b * (Supporting material 1) | * Read chapter * Group Discussion * Homework 1 | * Lecture * Collaborative learning | Marketing environment and strategy:   * Planning marketing. * Marketing strategy and marketing mix | **4** |
| * Chapter 8 * (Supporting material 1) | * Read chapter * Discussion * Mind mapping and Brainstorming | * Lecture * Problem solving based learning. | Marketing mix (1): products-building customer value   * What are a products * Products and services decisions. | **5** |
| * Chapter 9 | * Read chapter * Discussion * Quiz | * Lecture * Flipped class | Marketing mix (1): products-building customer value   * Brands strategies * New products developments * Product lifecycle | **6** |
| * Chapter 10 * (Supporting material 1) | * Read chapter * Group Discussion | * Lecture * Collaborative learning | * Marketing mix (2): pricing -capturing customer value * What is a price. * pricing strategies. | **7** |
| * Chapter 11 | * Read chapter * Mind mapping and Brainstorming | * Lecture * Problem solving based | * Marketing mix (2): pricing -capturing customer value * New product price strategies * Product mix pricing strategies | **8.a** |
| **Mid-term Exam** | | | | **8.b** |
| * Chapter 12 * Students’ research | * Read chapter * In-class group work * Video and discussions | * Lecture * Flipped class | Marketing mix (3): marketing channels -delivering customer value:   * Channels behavior and organization. * Channel design decisions | **9** |
| * Chapter 13 | * Read chapter * Video and discussions | * Lecture * Collaborative learning | Marketing mix (3): marketing channels -delivering customer value:   * Channel management decision. * Retailing and wholesaling. | **10** |
| * Chapter14 | * Read chapter * Discussion * One minute paper * Homework 2 | * Lecture * Collaborative learning | Marketing mix (4): marketing promotion -communicating customer value:   * Promotion mix * Element of Promotion mix | **11** |
| * Chapter 15 | * Read chapter * Discussion * Video | * Lecture * Collaborative learning | Marketing mix (4): marketing promotion -communicating customer value:   * Advertising * Public relations | **12** |
| * Chapter 16 | * Read chapter * Discussion | * Lecture * Flipped class | Marketing mix (4): marketing promotion -communicating customer value:   * Personal selling * Sales promotion | **13** |
| * project-based learning | * Presentations | * Project based learning | * Group Presentation | **14** |
| * project-based learning | * Presentations | * Project based learning | * Group Presentation | **15** |
| **Final Exam** | | | | **16** |

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

**Course Contributing to Learner Skill Development**

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| **Using Technology** |
| * 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** |
| * 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** |
| * 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 and Grade Distribution**

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| **Course Outcomes**  **to be Assessed** | **Assessment Time**  **(Week No.)** | **Grade** | **Assessment Methods** |
| **K1, K2, K3 S3** | **8th week** | **30 %** | **Mid Term Exam** |
| **S1, S2**  **C1** | **Continuous**  Homework 1 (5%)  Homework 2  (5%)  Short quiz  (10%)  Presentation (%10) | **30 %** | **Term Works\*** |
| **K4, K5, K6, K7**  **S3** | **16th week** | **40 %** | **Final Exam** |
|  |  | **100%** | **Total** |

\* 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**

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| **Assessment Method\*\*** | **Learning Method\*** | **Learning Outcomes** | **Number** |
| **Knowledge** | | | |
| * In-class Activities * Presentation * Assignment | * Lecture * Collaborative learning * Flipped class | Define marketing and outline the steps in the marketing process. | **K1** |
| * Exam * In-class Activities | * Lecture * Collaborative learning * Problem solving based learning. | Explain the marketing strategy and understanding marketplace and customer value. | **K2** |
| * Exam * In-class Activities | * Lecture * Collaborative learning * Problem solving based learning. | Classify the marketing mix (understanding the products and brands building customer value) | **K3** |
| * In-class Activities * Group Assignment | * Lecture * Collaborative learning * Flipped class | Specify the pricing and capturing the customer value. | **K4** |
| * Exam * In-class Activities * Assignment | * Lecture * Collaborative learning | Identify marketing channels and delivering customer value (distribution) | **K5** |
| * Exam * In-class Activities * Presentation | * Lecture * Problem solving based * Flipped class | Specify engaging customers and communicating customer value (promotion) | **K6** |
| **Skills** | | | |
| * Exam * In-class activities * Presentation * Group Assignment | * Collaborative learning * Project based learning | Communicating effectively in all forms, written, visual and oral, for operating efficiently in the business environment. | **S1** |
| * In-class activities * Presentation * Group Assignment | * Collaborative learning * Project based learning | Employ digital skills, using different software applications to visually present information and data concisely. | **S2** |
| * In-class activities * Individual and group assignment | * Collaborative learning * Problem solving based learning. | Apply critical thinking skills in decision-making and solving individual, business, and community-related problems. | **S3** |
| **Competencies** | | | |
| * In-class activities * Presentation * Group Assignment | * Flipped class * Project based learning | Perform effectively on teamwork and display interpersonal skills in applying the management concepts and principles. | **C1** |

\*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 Polices**

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| **Policy Requirements** | **Policy** |
| The minimum pass for the course is (50%) and the minimum final mark is (35%). | **Passing Grade** |
| * 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. | **Missing Exams** |
| 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. | **Attendance** |
| 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. | **Academic Integrity** |

**Program Learning Outcomes to be Assessed in this Course**

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| **Targeted Performance level** | **Assessment Method** | **Course Title** | **Learning Outcome** | **Number** |
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**Description of Program learning Outcomes Assessment Method**

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| **Detailed Description of Assessment** | **Number** |
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**Assessment Rubric of the Program Learning Outcomes**

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