



Faculty of Economics and Administrative Sciences
Department MARKETING

كلية الاقتصاد والعلوم الإدارية
قسم التسويق

STUDY PLAN FOR THE BACHELOR'S DEGREE IN MARKETING

The Bachelor's Degree in marketing is awarded upon the fulfillment of the following requirements:

- The conditions specified in the Regulations for the Awarding of the Bachelor's Degree at the Faculty of Economics and Administrative Sciences.
- 132 hours are needed to satisfy Degree Requirements as follows:

First: University requirements (27 credit hrs) which include:

a- Obligatory courses (21 credit hrs):

| Course No. | Course Title | Credit Hours |
|------------|--------------------------------------|--------------|
| LS 099 | English Language Skills | 3 |
| AR 099 | Arabic Language I | 3 |
| CS 099 | Introduction to Computer Application | 3 |
| HIST 102 | Education of Citizenship | 3 |
| AR 101 | Arabic Language | 3 |
| MS 100 | Military Sciences | 3 |
| CS 101 | Introduction to Computer Application | 3 |

* Subject to English equivalent exam

b- Elective requirements (6 credit hrs) to be chosen from courses offered by university colleges other than the College of Business and Administrative Sciences.

Second: Faculty requirements (24 credit hrs)

| Course No. | Course Title | Credit Hours |
|------------|--|--------------|
| ACC 101 | Principles of Accounting | 3 |
| BA 101 | Fundamentals of Management (1) | 3 |
| PAD 160 | An Overview of Public Administration ○○○○○○○○○○ | 3 |
| BF 210 | Principles of Finance (1) | 3 |
| CS 101 C | Selected Programming Language (Visual Basic) | 3 |
| STAT 107 | Statistical (Non Science Students) | 3 |
| ECON 101 | Principle of Macroeconomics | 3 |
| ECON 105 | Principle of Mathematical Economics | 3 |

Third: Department requirements (81 credit hrs):

1. Single major course requirements (81 credit hrs), as follows:

a- Obligatory courses (75 credit hrs):

| Course No. | Course Title | Credit Hours |
|----------------|-------------------------------|--------------|
| BA 102 | Fundamentals of Management | 3 |
| Econ 102 | Principle of Microeconomics | 3 |
| ACC102 | Fundamentals of Accounting 2 | 3 |
| Law 121 | Commercial Law | 3 |
| Econ 200 | Research Methods | 3 |
| MKT 220 | Principles of Marketing 1 | 3 |
| MKT 221 | Principles of Marketing 2 | 3 |
| MKT 223 | Tourism Marketing | 3 |
| MKT 225 | International Marketing | 3 |
| MKT226 | Retail management | 3 |
| MKT 227 | Promotion Methods | 3 |
| BA 230 | Quantitative Analysis | 3 |
| MKT 320 | Marketing Services | 3 |
| MKT 321 | Sales Management | 3 |
| MKT 324 | Product Management | 3 |
| MKT 327 | Promotion management | 3 |
| BA 350 | Human Resource Management | 3 |
| MKT 420 | Consumer Behavior | 3 |
| MKT 422 | Marketing Management | 3 |
| MKT 423 | Marketing Research | 3 |
| MKT 427 | Marketing Strategies | 3 |
| BA 435 | Management Information System | 3 |
| MKT 491 | Special Topics in Marketing | 3 |
| MKT 493 | Graduation Research | 3 |

b- Elective requirements (6 credit hrs)

Must be chosen from the following courses:

MKT328,MKT329,MKT425,MKT491,BA309, ACC311,ACC331, ,ECON.207,
ECON.407,ECON.421,ECON472,PA201,PA233,PA469,BF211,BF311,BF318,
BF328,BA498

Degree Requirements/ Major in Marketing

132 hours are needed to satisfy the degree requirements as follows:

| Requirements | Obligatory Courses | Elective Courses | Total |
|--------------|--------------------|------------------|------------|
| University | 21 | 6 | 27 |
| College | 24 | - | 24 |
| Department | 75 | 6 | 81 |
| Total | 120 | 12 | 132 |

2. Major in Marketing / Minor in other department (81 credit hrs):

a. Obligatory courses (60 credit hrs):

| Course No. | Course Title | Credit Hours |
|----------------|-------------------------------|--------------|
| Econ 200 | Research Methods in Economics | 3 |
| Econ 102 | Principles of Microeconomics | 3 |
| BA 102 | Fundamentals of Management 1 | 3 |
| ACC 102 | Fundamentals of Accounting 2 | 3 |
| MKT 220 | Principles of Marketing (1) | 3 |
| MKT 221 | Principles of Marketing (2) | |
| MKT 225 | International Marketing | 3 |
| MKT 227 | Promotion Methods | 3 |
| BA 230 | Quantitative Analysis | 3 |
| MKT 320 | Marketing services | 3 |
| MKT 321 | Sales Management | 3 |
| MKT 324 | Product Management | 3 |
| MKT 327 | Promotion Management | 3 |
| BA 350 | Human Resource Management | 3 |
| MKT 420 | Consumer Behavior | 3 |
| MKT 422 | Marketing Management | 3 |
| MKT 426 | Marketing Channels | 3 |
| MKT427 | Marketing Strategies. | 3 |
| BA435 | Management Information System | 3 |
| MKT 493 | Graduation research | 3 |

b. Minor in other departments (21 credit hrs):

These courses are chosen by the student. This is an opportunity to individualize your degree, to make it reflect your personal skills and talents. A minor specialization can be chosen from any of the following areas: all Faculty of Business and Administrative Sciences departments,

Law, Computer Science, Statistics, Mathematics, English Language, IT, public Relations in Journalism and Modern Language.

Degree Requirements/ Major in Accounting/Minor

132 hours are needed to satisfy Degree Requirements as follows:

| Requirements | Obligatory Courses | Elective Courses | Total |
|--------------------|-------------------------------------|------------------|------------|
| University | 21 | 6 | 27 |
| College | 24 | - | 24 |
| Department | 60 | - | 81 |
| Minor Requirements | According to the Minor requirements | | 21 |
| Total | | | 132 |

3. Minor in Marketing (21 credit hrs):

First: Students of the Faculty of Economics and Administration Sciences departments:

a. Obligatory courses (15 credit hrs):

MKT 220 ,MKT 221, MKT 320, MKT 321, MKT 420

b. Elective courses (6 credit hrs):

To be chosen from the 200 level courses and above offered by the Marketing Department and BA 498 is ok.

Second: Students from outside the Faculty of Economics and Administration Sciences.

a. Obligatory courses (18 credit hrs):

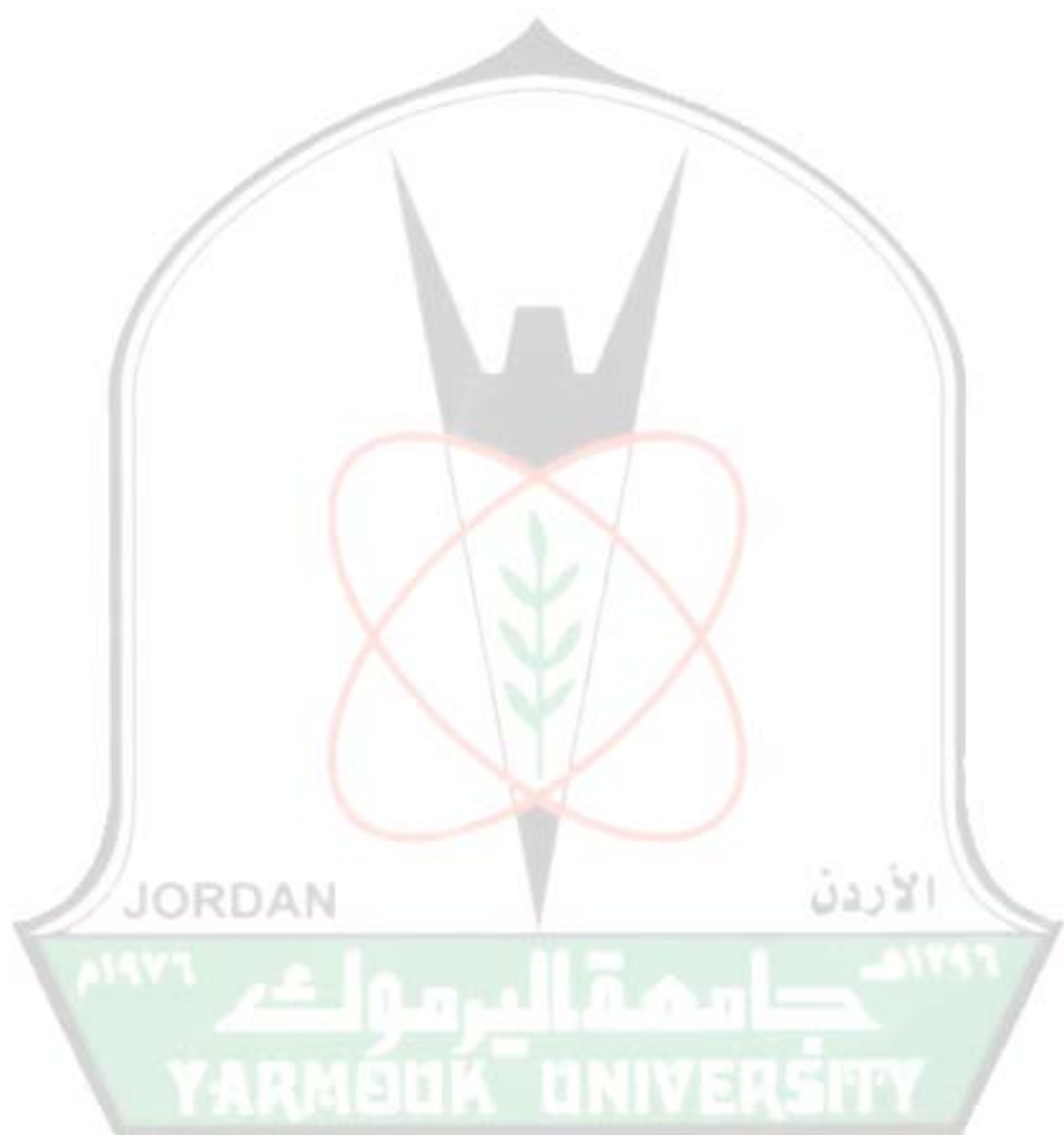
BA101, MKT220, MKT221, MKT320, MKT321, MKT 420.

b. Elective courses (3 credit hrs courses): To be chosen from the 200 level Marketing offered by the Marketing Department, and BA 498 is ok.

Courses Offered by the Marketing Department

| Course No. | Credit Hours | Course Title | Prerequisite |
|----------------|--------------|-----------------------------------|---------------------|
| MKT 100 | 3 | Marketing and consumer protection | - |
| MKT 220 | 3 | Principles of Marketing 1 | BA 102 |
| MKT 221 | 3 | Principles of Marketing 2 | MKT 220 |
| MKT 223 | 3 | Tourism Marketing | MKT 220 |
| MKT 225 | 3 | International Marketing | MKT 220 |
| MKT226 | 3 | Retail Management | MKT 220 |
| MKT 227 | 3 | Promotion Methods | MKT 220 |
| MKT 320 | 3 | Marketing Services | MKT 220 |
| MKT 321 | 3 | Sales Management | MKT 220 |
| MKT 324 | 3 | Product management | MKT 220 |
| MKT 327 | 3 | Promotion Management | MKT220 |
| MKT 328 | 3 | Wholesaling | MKT 220 |
| MKT 329 | 3 | Banking Marketing | MKT 220 |
| MKT 420 | 3 | Consumer Behavior | MKT 220 |
| MKT 422 | 3 | Marketing Management | MKT 220 |
| MKT 423 | 3 | Marketing Research | MKT 220 +Eco200 |
| MKT 424 | 3 | Electronic Marketing | MKT 227 |
| MKT 425 | 3 | Industrial Marketing | MKT 220 |
| MKT 426 | 3 | Marketing channels | MKT 220 |
| MKT 427 | 3 | Marketing Strategies | MKT 332 |
| MKT 491 | 3 | Special Topics in Marketing | Department Approval |
| MKT 493 | 3 | Graduation Research | Department Approval |





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جامعة اليرموك

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YARMOUK UNIVERSITY



كلية الاقتصاد والعلوم الإدارية

قسم التسويق

وصف مساقات برنامج البكالوريوس

نموذج بيان الخطة الدراسية (إنجليزي)

Academic Plan Form

Faculty: Economics & Administrative Sciences

Division: Department of Marketing

Program: Bachelor

| Ser | Course Code | Course Name | Course Description | Credit hours Num. | | Prerequisite |
|-----|-------------|---------------------------------|--|-------------------|-----------|--------------|
| | | | | Theoretical | Practical | |
| 1 | MKT 100 | Marketing & consumer Protection | An introduction to basic marketing : including modern marketing mix elements, (product, price, promotion and channels of distribution), with a special emphasis on consumer protection, business ethics, and the role of various organizations in consumer protection . | 3 | - | |
| 2 | MKT 200 | Research Methods | The course is concerned with the scientific research approach in business and marketing. It includes basic concepts in scientific research, determining research problem, main variables, hypotheses, sampling, data collection, analysis and presenting results in a scientific approach. | 3 | - | |

| | | | | | | |
|---|---------|-------------------------------|---|---|---|---------|
| 3 | MKT 220 | Fundamentals of Marketing (1) | The course focuses on basic concepts in Marketing, examining the main elements of the marketing mix (product, place, price, promotion), consumer behavior, market segmentation, strategic market planning, managing the marketing mix in a dynamic environment. | 3 | - | BA 101 |
| 4 | MKT 221 | Fundamentals of Marketing (2) | Acquaint students with strategic planning, marketing environment, international marketing, marketing research and services marketing. Also deepening students knowledge in the marketing mix . Variables, such as developing new products, branding, packaging, wholesaling, retailing, and other promotion tools. | 3 | - | MKT 220 |
| 5 | MKT223 | Tourism Marketing | Definition, and importance of tourism marketing .Types and functions of tourism agencies . The marketing mix and strategies of tourism industry are emphasized | 3 | - | MKT 220 |
| 6 | MKT 225 | International Marketing | The main concern of this course is on the importance of global moralities, the global marketing environment, Segmentation and targeting in the global markets. Also the course concentrates on other issues such as : global marketing, information systems, and research, experimenting comparative analysis and strategy , product decisions, pricing decisions, Global marketing channels and physical distribution, and global marketing communication. | 3 | - | MKT 220 |
| 7 | MKT 226 | Retail Management | Nature and importance of retailing, strategic planning of retailing, classifying retailing . Retailing technologies. Financing retailing . Franchising . Marketing mix in retailing. Store location layout, sales promotion, bailing, pricing, personnel sales management, stock control and evaluating retailing activities. | 3 | - | MKT 220 |
| 8 | MKT227 | Computer | The course provides the student with the | 3 | - | MKT 220 |

| | | | | | | |
|----|---------|---------------------------|--|---|---|---------|
| | | Applications in Marketing | necessary knowledge in computer by using Microsoft office "Word, Excel, and power point" and applying this knowledge in marketing. | | | |
| 9 | MKT 320 | Services Marketing | Modern marketing concepts in the field of services, marketing mix of services , service design , managing demand for service, perceived service quality , and problems of marketing the service. | 3 | - | MKT 220 |
| 10 | MKT 321 | Sales management | Includes strategic planning, and budgeting. Developing the selling function concentrating on accounts relationships, territory management and design. Estimating potentials demand and forecasting sales. Leading and motivating the sales force. | 3 | - | MKT 220 |
| 11 | MKT 324 | Product management | The purpose of this course is to develop an understanding and working knowledge of the new product development and management process. Issues about why new products fail and how brand images are managed in the marketplace are discussed. | 3 | - | MKT 220 |
| 12 | MKT 327 | Promotion Management | The purpose of this course is to provide students with necessary skills and knowledge of marketing communication in highly competitive business environment. Upon completion of the course , students should be able to use various promotional techniques and methods in real life marketing situations . The course takes an overall view on the integrated marketing communication (IMC), and covers all promotional methods and different types of media . | 3 | - | MKT 220 |

| | | | | | | |
|----|---------|-----------------------------|---|---|---|---------------------|
| 13 | MKT 328 | Wholesaling | A descriptive study emphasizing nature, functions, and importance of institutions common to wholesaling systems. Attention is concentrated on fundamentals for successful wholesaling management and its role in the marketing system. | 3 | - | MKT 220 |
| 14 | MKT 329 | Bank Marketing | The course focuses on application of marketing concepts and tools within the banking industry. Strategies and plans for bank marketing in a changing environment are emphasized. | - | | MKT 220 |
| 15 | MKT 420 | Consumer Behavior | Emphasis on behavioral aspects of the buyer and the influence of various factors on consumer behavior (such as learning, perception, personality, self-concept, attitudes, personal factors, culture, family, reference groups, social class, life style...etc.) In addition, persuasive strategies are considered through effective communication programmes. | 3 | - | MKT 220 |
| 16 | MKT 422 | Marketing management | Analysis of marketing problems of organizations, emphasis on the role of marketing manager in developing and presenting goal-oriented strategies, use of behavioral science concepts understand buyers, study of marketing decision areas including advertising, personal selling, product planning, pricing, distribution and competitive strategies. | 3 | | |
| 17 | MKT 423 | Marketing research | This course aims at providing students with the knowledge and skill of conducting real life marketing research. Upon completion of the course students should be able to understand marketing research situations, and apply appropriate tools to handle different research problems in marketing. Emphasis will be on practical applications on the marketing area. The course covers all phases of advanced marketing research methods. | 3 | | MKT 200, MKT 220 |

| | | | | | | |
|----|---------|-----------------------------|---|---|--|-------------------|
| 18 | MKT 424 | E- Marketing | The course focuses on the concept and importance of Electronic marketing, its mechanism, electronic marketing mix , Applications of e-marketing in both business –consumer and Business- to business markets. | 3 | | MKT 227 |
| 19 | MKT425 | Industrial Marketing | The nature of industrial marketing, industrial products, demand for industrial products, segmenting industrial markets, the strategic planning process in industrial marketing, the marketing mix strategies of industrial market . | 3 | | MKT 220 |
| 20 | MKT 426 | Distribution Channels | Study of the nature, types, and functions of channel members (producers, wholesalers, and retailers). Examining various influences on the channel , such as : environmental and behavioral aspects, Channel design and controlling and evaluating distribution activities in the channel | 3 | | MKT 220 |
| 21 | MKT427 | Marketing Strategies | The course aims to provide students with essential knowledge and skills of developing marketing strategies . The course covers the main aspects of strategic marketing, including external and internal situation analysis (SWOT Analysis), examining various strategic alternatives , such as growth , differentiation , Penetration , and global strategies, focusing on achieving sustainable competitive advantages . | 3 | | MKT 332 |
| 23 | MKT 491 | Special Topics in Marketing | Students are required to analyze, discuss and provide reports on special marketing topics and issues selected by the lecturer. | | | Chairman approval |
| 24 | MKT 493 | Seminar in Marketing | Students attend a short and intensive course in research, focusing on practical research applications. Afterwards, they are asked to prepare a research project in any marketing area under intensive supervision. | | | Chairman approval |