

Course description for the academic year 2019/2020

Course number	Course name
02041111	<p>Principles of Marketing</p> <p>This course deals with the definition of marketing and marketing environment and the study of consumer behavior, in addition to the elements of the marketing mix, and provide the student with the methods and tools of analysis that help him deepen the vision and rationalize the decision on marketing opportunities.</p>
02041221	<p>Marketing Management</p> <p>This course includes highlighting the development of marketing management, market segmentation, target markets and finally the marketing functions of planning, direction, regulation and control.</p>
02042131	<p>Marketing Studies (in English)</p> <p>This course deals with the basic concepts of marketing, identifying contemporary marketing processes, reviewing marketing strategies and marketing research and explaining the elements of the marketing mix.</p>
20204312	<p>Marketing Strategy</p> <p>This article highlights the importance of marketing strategies as one of the most important pillars of modern marketing policy The course also discusses the strategic situation analysis, planning business units and tools of strategic analysis and how to design a strategic marketing plan based on the importance of creating developments on the variables of the marketing environment .</p>
02044123	<p>Materials Management</p> <p>This course includes the concept of purchasing and storage functions, selecting the right source of purchase, receiving and checking, the right quality and the right price and teaching the student the quantitative aspects to determine stock levels and materials needs</p>
02042214	<p>Selling Management</p> <p>This course deals with the reality of the sales activity and how to manage it, and identify the characteristics, duties and responsibilities of the sales manager in addition to identify the qualities of sales representatives and the scientific basis for the formation of the sales team.</p>
02042112	<p>Pricing</p> <p>This article highlights the importance of pricing as well as addressing all the</p>

	methods and methods of pricing, the factors affecting pricing, as well as determining the pricing methods used in the pricing of products.
02043117	<p>Creativity and product development</p> <p>This course includes concepts of product development, new product development strategy, management, highlighting creativity and idea creation, organization of new products, and screening of new ideas.</p>
02042142	<p>Pharmaceutical and medical marketing</p> <p>This course includes the concept of health and pharmaceutical marketing, retail, substitution and targeting in the pharmaceutical markets, the strategy of health and pharmaceutical product, in addition to the definition of the skills of selling health and pharmaceutical products.</p>
02044125	<p>Marketing Research</p> <p>This course includes an introduction to marketing research, identification of types of marketing research, methods of collecting marketing data, and identification of samples and types.</p>
02042215	<p>Consumer Behavior</p> <p>This course deals with the concept of consumer behavior and the identification of personal characteristics of the consumer and the impact of psychological and social factors and environmental, social and economic variables different from the purchasing and consumer behavior of the individual.</p>
02042243	<p>Industrial Marketing</p> <p>This course includes the definition of the concept of industrial marketing and its importance, and the distinction between the industrial market and the consumer market, in addition to dealing with all marketing plans and programs in this area and how to address marketing problems in the field of industrial goods.</p>
02043218	<p>Integrated marketing communications IMC</p> <p>This course introduces the concept of promotion and the different components of the promotional mix, as well as the process of planning, organizing and evaluating the different promotional efforts.</p>
02042213	<p>Distribution Management</p> <p>This course includes identifying the distribution as well as the factors that affect the selection of the appropriate distribution channel, which can be considered as one of the most important strategic marketing decisions for marketing institutions, and review the types of intermediaries in the distribution channel</p>
02043144	<p>Tourism and hospitality marketing</p> <p>This course includes a review of the foundations and concepts of tourism</p>

	marketing, the strategies of the tourism industry, hotel marketing, and the definition of the foundations and concepts of tourism and hotel demand and supply.
02044124	<p>Marketing Information systems</p> <p>This course includes the marketing information system, the elements and components of the marketing information system, the types and sources of marketing information, and the definition of the marketing decision support system.</p> <p>.</p>
02042141	<p>Marketing of financial services</p> <p>This course includes the definition of banking marketing, the concept of the marketing environment for banks, the behavior of customers in banks, the definition of banking services and their characteristics, and the foundations of banking market segmentation.</p> <p>.</p>
02042216	<p>Services Marketing</p> <p>This course includes a review of the concept of service marketing, highlighting the fundamental differences between service marketing and physical goods marketing, and highlighting the elements of a service marketing mix.</p>
02044132	<p>Electronic Marketing</p> <p>This course includes technology infrastructure, e-business models, e-marketing mix elements, branding, e-payment systems, auctions, virtual communities, customization, privacy and security</p>
02044126	<p>International Marketing English</p> <p>This article works in marketing on an international scale, understanding the analysis of marketing strategies and plans</p>
02044234	<p>Customer Relationship Management (CRM)</p> <p>This course includes the definition of customer, the concept of quality, the basic steps towards customer relationship management, the concept of customer relationship management, and the definition of customer satisfaction and loyalty.</p>
02043145	<p>Entrepreneurship in Marketing</p> <p>Based on several areas related to change management and the need to work in the commercial markets in the future, as well as aspects related to the marketing of emerging entrepreneurs.</p>
02044233	<p>Contemporary marketing issues</p> <p>This course includes a review of modern concepts in marketing such as: CRM, relationship marketing, green marketing, political marketing, and creative marketing</p>
02043246	<p>Social Marketing</p> <p>This course includes an introduction to social marketing, introducing the methods and objectives of social marketing, reviewing elements of the social</p>

	marketing mix, areas and strategies of social marketing, as well as planning social marketing campaigns.
02044251	Graduation Project This course deals with how to write specialized research in the field of marketing to increase the student experience in analysis and conclusion by applying to selected practical cases from the Jordanian society
02042135	Marketing Applications by using computer This article reviews the latest modern techniques in marketing, using some ready - made software, and statistical analysis.
02041219	Personal Selling This course includes an explanation of the important and real role of personal sale and the extent of its contribution to the achievement of the objectives of the institutions and their survival and continuity and identify patterns of customers and how to deal with them.
02043136	Advertising Technology This course aims to develop students' skills in how to plan advertising campaigns, edit messages only publicly, and design and direct advertising.
02043147	Agricultural marketing and supply chain This course deals with the knowledge aspects of agricultural marketing at the local and international level, in addition to the methods and forms of distribution channels and supply chains, in addition to the elements of the agricultural marketing mix. And study some practical cases that side.
02043248	Introduction to Islamic Marketing This course reviews the marketing aspects from an Islamic perspective and its origins and development. It also deals with some practical aspects and case studies from Arab societies.
02043249	Green Marketing This course includes intellectual and applied knowledge in a contemporary and advanced subject in the field of marketing. To profit by achieving the welfare of society.
02043227	Models in Marketing This article includes a review of modern concepts in marketing such as: CRM and relationship marketing, green marketing, political marketing, creative marketing, real estate marketing.
02044137	Negotiation skills This course deals with the knowledge of negotiation, its forms and importance, as well as some of the skills through which a person can become more capable of convincing others.
02044228	Supply chain management and logistics This article explains the concept of logistics business and logistics business environment, what are the logistics business channels, What is a physical distribution system, purchasing and material management function, transport and transport function management, storage and warehouse management, packaging and material handling / delivery management