



"الريادة والأبداع في الأعمال"
"Entrepreneurship and Innovation in
Business"

جامعة الزيتونة الأردنية
Al-Zaytoonah University of Jordan
كلية الاعمال
Faculty of Business



"عراقة وجودة"
"Tradition and Quality"

Course Plan for Bachelor program - Course Plan Development and Updating Procedures/ marketing Department	QF05/0407-3.0E
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Course Plan for marketing (Bachelor Program) No.: (2017/2018)
Approved by Deans Council by decision (72/2016/2017) dated (30/8/2017)
(132) Credit Hours

No.	Goals and learning outcomes
Goal 1	Provide students with scientific and practical knowledge in various marketing fields
ILO 1.1	The student will be able to : Demonstrate knowledge in various marketing areas
ILO 1.2	Understand the values of ethical ,regulatory and social responsibility for marketing issues
ILO 1.3	Communicate effectively both oral and written in various marketing fields management topics and research
GOAL 2	Develop the student abilities in research and critical thinking and applying in their field of work
ILO 2.1	The student will be able to : Effectively apply marketing knowledge and skills in the functional areas of marketing
ILO 2.2	Apply critical thinking skills by solving marketing problems requiring quantitative and /or qualitative analysis
GOAL 3	Inform students of decision –making methods and provide them with the necessary expertise that gives them the ability to develop and innovate
ILO 3.1	The student will be able to : Use information technology to accomplish specific purposes in marketing
ILO 3.2	Demonstrate the skills of teamwork and participation in various marketing fields
ILO 3.3	Understand the methods of decision making in marketing fields
GOAL 4	Provide students with research ,analysis reasoning and problem solving capabilities
ILO 4.1	The student will be able to : Use scientific research tools to collect and analyze data in the field of work
ILO 4.2	Understand the skills of deduction and finding solutions related to marketing problem solving in the field of work

Note: G= Goal, ILO= Intended Learning Outcome
Assign 3-7 ILOs for each goal



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Student's information		Course number	Course title	Credit Hours	Theory Hours	Practical Hours	Prerequisite Co-requisite	Advertisement Plan
Registered	passed							Semester/year
First: University Requirements (27) Credit Hours								
a. Mandatory requirement (15 credit hour)								
		0420101	Military Sciences	3	3	0		1/2
		0420111	Arabic Language (1)	3	3	0	Remedial Arabic Language	1/1
		0420121	English Language (1)	3	3	0	Remedial English Language	1/2
		0420151	National Education	3	3	0		1/1
		0420171	Life Skills	3	3	0		1/1
b. Electives (12 credit hours, minimum 3 credits from each field)								
Field I. Humanitarian courses								
		0420103	History of Jerusalem	3	3	0		1/2
		0420112	Islamic Culture	3	3	0		2/2
		0420131	Principles of Education	3	3	0		1/2
		0420134	Sport and Health	3	2	2		2/2
		0420142	Human Civilization	3	3	0		1/2
		0420152	Introduction to Sociology	3	3			2/2
		0501100	Innovation and Entrepreneurship in Business	3	3	0		2/2
		0601102	Law in Our Life	3	3	0		1/2
Field II. Scientific course								
		0120111	Information Technology and Society	3	3	0	Remedial Computer Skills	1/2
		0120153	Medicinal Plants	3	3	0		1/2
		0301101	First Aid	3	3	0		1/2
		0301102	Fundamental of Nutrition	3	3	0		2/2
		0906100	Principles of Energy Science	3	3	0		2/2

Second: Faculty Requirements (24) credit hours



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Registered	passed							Semester/ year
		0501110	Principles of Management (1)	3	3	0	----	1/1
		0502110	Principles of Accounting (1)	3	3	0	----	1/1
		0520211	Macroeconomics	3	3	0	----	2/1
		0504110	Principles of Marketing	3	3	0	-----	1/1
		0520130	Business Statistics	3	3	0	----	1/2
		0520221	Microeconomics	3	3	0	----	2/2
		0506100	Introduction to Management Information Systems	3	3	0	----	1/2
		0520151	Business Mathematics	3	3	0	----	1/2
Third: Major requirements (81)credit hours								
a. Mandatory Major requirements (60) credit hours								
		0504121	Marketing Management	3	3	0	Principles of Marketing	2/1
		0504116	Sales Management	3	3	0	Principles of Marketing	2/1
		0504115	Marketing Communications	3	3	0	Marketing management	2/1
		0504214	Distribution Management	3	3	0	Marketing management	2/1
		0504242	Industrial Marketing	3	3	0	Marketing management	2/1
		0504241	Marketing of services	3	3	0	Marketing management	2/2
		0504243	Marketing of Banking	3	3	0	Principles of Marketing	2/2
		0504322	Marketing Research	3	3	0	Marketing management	1/3
		0504312	Consumer Behavior	3	3	0	Marketing management	3/1
		0504327	Quantitative Methods in marketing	3	3	0	Business Mathematics	3/2
		0504351	Computer Applications in Marketing	3	3	0	Introduction to (MIS)	3/2
		0504333	Practical Applications in Advertising	3	3	0	Marketing management	3/2
		0504334	Customer Relationship Management	3	3	0	Marketing management	3/2
		0504325	International Marketing (English)	3	3	0	Principles of Marketing (English)	3/2
		0504431	E- Marketing	3	3	0	Marketing management	4/1
		0504423	Marketing Strategies	3	3	0	Marketing management	4/1
		0504432	Personal Selling and Direct Marketing	3	3	0	Principles of Marketing	4/1
		0504413	Product Development and pricing	3	3	0	Marketing management	4/2
		0504446	Field Training	3	3	0	Passing (90 Hours)	4/4
		0504447	Graduation Project in marketing	3	3	0	Marketing Research Passing (90 Hours)	4/4
b. Major supporting requirements (15-) credit hours								
		0503210		3	3	0	Principles of accounting	2/1



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			Financial management 1				1	
		0501111	Principles of Management 2	3	3	0	Principles of Management 1	2/2
		0501424	Production and Operation Management	3	3	0	Principles of Management 1	3/2
		0501212	Human Resources Management	3	3	0	Principles of Management 2	4/1
		0601231	Principles of Commercial Laws	3	3	0	None	4/1
c. Major electives (6) credit hours								
		0504426	Retail Management	3	3	0	Marketing Management	4/1
		0504444	Pharmaceutical Marketing	3	3	0	Principles Of Marketing	4/1
		0504341	Social marketing	3	3	0	Marketing Management	4/1
		0504345	Tourism marketing and Hospitality	3	3	0	Marketing Management	4/1

❖ Co-requisite

Courses Given to Other Majors)

Course number	Course title	Credit hours	Type of requirement (University Requirements, Faculty Requirements, Supporting Requirements)
0504110	Principles of marketing	3	Faculty Requirement
0504121	Marketing Management	3	Supporting Requirement for Department of Business Administration
0504702	Marketing Management	3	Supporting Requirement for master program of Administration