



" الريادة والأبداع في
الأعمال "

Entrepreneurship and
Innovation in
Business

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



" عرافة وجودة "
Tradition and Quality"

Brief course description- Course Plan Development and Updating Procedures\ Digital Marketing Department	QF05/0409-3.0E
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Faculty	Business	Academic Department	Digital Marketing	Number of the course plan (0504)
Number of Major requirement courses	31	Date of plan approval		

This form is just for the major requirement courses

Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0508110	3	Principles of Marketing	---

Brief description:

This course includes an analytical study of the basic principles and concepts of marketing assets as it is one of the strategic activities of the business enterprise as well as studying the marketing environment and its impact on the marketing process and purchasing behavior. In addition to the importance of knowing the elements of the marketing mix (product, price, distribution, promotion).

Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0508121	3	Marketing Management	Principles of Marketing

Brief description:

This course focuses on the basic aspects of marketing activity management through analytical study of various administrative functions such as planning, organization, coordination, guidance and control. It also focuses on the practical aspects of marketing management in business by studying some practical cases in order to develop management skills in marketing.

Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0508116	3	Sales Management	Principles of Marketing

Brief description:

This course focuses on the basic aspects of sales management through the analytical study of the various administrative functions of organizing and planning the sales activity and the planning of sales forces and methods of selection and appointment of sales representatives. It also focuses on the applied aspects of sales management in business organizations through the study of some practical cases in order to develop management skills in the field of sales management.



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Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0508115	3	Marketing Communications	Principles of Marketing
<p>Brief description: This course includes the basic concepts of marketing communications and the dimensions or elements they contain, as well as the role of each dimension or component in the design of the communications strategy and then its role in the strategy of shoppers, in addition to the role it plays in influencing consumers as well as different business organizations.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0508214	3	Distribution Management	Principles of Marketing
<p>Brief description: This course introduces students to the basic concepts related to distribution management. It includes clarifying all aspects related to how to develop, manage and evaluate the performance of distribution channels, and then shed light and introducing other aspects related to distribution management including physical distribution, distribution channels and services, international marketing channels. To serve the student in understanding the importance of the vital role of this activity within the modern concept of marketing.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0508242	3	Industrial Marketing	Marketing Management
<p>Brief description: This course introduces the student to the nature and nature of industrial marketing as a specialized marketing field in addition to classifications of industrial products, in addition to the analysis of patterns of demand for industrial products and the fragmentation of industrial markets, analysis of industrial purchasing behavior in addition to planning elements of the marketing mix of industrial products from the standardization, grading and integration of support services before and during And after-sale service. It includes production control and quality control TQM and the application of ISO 9000 system.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0508241	3	Marketing of Services	Principles of Marketing
<p>Brief description: This course introduces the student to the basic concepts of the service and its marketing characteristics, in accordance with the modern marketing concept. It also aims to focus in depth on the most important models and systems that explain the mechanisms and means adopted by marketing men in marketing their services to the beneficiaries. The course also aims to study the characteristics of the marketing mix as the vital artery of the service marketing system.</p>			



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Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0508243	3	Marketing of Banking	Marketing of Services
<p>Brief description: This course includes some quantitative methods used in solving marketing problems, especially those related to market study, product problems, pricing and distribution methods as well as distribution and quantitative solving of these problems in order to develop an efficient marketing strategy, in addition to problems related to sales forecasting as an important factor in the design of marketing strategy. This is done on the basis of future sales expectations, as well as on linear software and its importance in marketing.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0508322	3	Marketing Research	Marketing Management
<p>Brief description: This course introduces students to marketing research and assets to be taken into account when preparing successful marketing research, especially with regard to the rules of scientific methodology and scientific method, in order to develop students' scientific research skills and training them to do so.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0508312	3	Consumer Behavior	Marketing of Services
<p>Brief description: This course includes the basic concepts of consumer behavior, the most important economic and behavioral models that studied this behavior, modern models in consumer behavior, internal (psychological) and external factors affecting consumer behavior, stages of purchasing decision making, consumer behavior as an integrated interactive system, reference groups and their impact on behavior.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0508351	3	Computer Applications in Marketing	Introduction to (MIS)
<p>Brief description: This course aims to introduce the student to the concept of information systems in the field of marketing, and to determine the nature of the data needed in the study of the market, processing and employment to serve the marketing decision, as well as knowledge of the nature of information systems for marketing mix as well as marketing decision support systems.</p>			



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Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0508334	3	Customer Relationship Management	Marketing Management
<p>Brief description: The course focuses on the importance of customer relationship management, and addresses the main methods adopted to attract and retain customers. And build a long-term relationship by meeting their needs and desires in a way that achieves the common and mutual interests between the seller and buyer.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0508325	3	International Marketing (English)	Principles of Marketing (English)
<p>Brief description: This course deals with the impact of economic, cultural, political, legal and other effects on the international environment. Identifies and analyzes worldwide marketing opportunities and examines product strategies, pricing, distribution and promotion.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0508426	3	Retail Management	Marketing Management
<p>Brief description: This course introduces the students to the basic concepts of retail management. According to the modern marketing concept, it provides the students the knowledge of different types of retailers and the difference between them. It also aims to focus in depth on the most important marketing mix strategies for retailers.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0508431	3	Digital Marketing in English	
<p>Brief description: The course includes the basic concepts of digital marketing and the most important terms and practices contained in digital -marketing as well as the benefits and advantages of digital -marketing and stages of development of digital -marketing and strategy and elements of the digital -marketing mix in addition to the methods of digital -marketing and the nature and importance of social networks.</p>			



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Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0508423	3	Marketing Strategies	Marketing Management
<p>Brief description: This course introduces students to the process of strategic marketing planning, how to conduct environmental analysis, and the most important tools used in this analysis: target market strategies, strategic options for the organization, key marketing strategies, strategies related to elements of the marketing mix, marketing strategy control over different marketing activities.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0508341	3	Social Marketing	Marketing Management
<p>Brief description: This course introduces the student to the basic concepts of social marketing according to the modern marketing concept. It also provides knowledge of the importance of social marketing and the difference between it and other sciences. It aims to focus in-depth and detailed on the most important marketing mix strategies for social marketing.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0508438	3	Mobile Marketing	Principles of Digital Marketing
<p>Brief description: This course is designed to assist students understanding mobile technology in marketing. Specifically, the course should students be aware of how mobile marketing is changing marketing concepts, including strategy and advertising. Also, the course introduces students to how smartphone applications are used as a central marketing tool in today's marketing.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0508446	3	Field Training	Passing (90 Hours)
<p>Brief description: Field training is an amazing opportunity to apply the skills you've learned through your studies. The aim of practical training is to help students develop skills and abilities.</p>			



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Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504447	3	Graduation Project in Marketing	Marketing Research Passing (90 Hours)
<p>Brief description: Through the graduation research material, faculty members review the materials that help them in the field, and conduct a pilot test to enable them to pass the proficiency exam with high efficiency.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0504333	3	Advertising Technology	Principles of Digital Marketing
<p>This course is designed to provide students with a comprehensive overview of digital advertising technologies. The course will assist students to develop theoretical and practical skills and knowledge to use technology to design and develop advertising campaigns.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0508437	3	Managing and Designing Content Marketing	Principles of Digital Marketing
<p>This course helps students to understand the elements of a successful content marketing strategy. In addition, this course is designed to provide students with the essential knowledge and strategies required to successfully use content marketing and content management systems to develop and build successful web pages.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0508435	3	Social Media Marketing(E)	Marketing Management
<p>Brief description: This course provides an introduction to social media marketing. In addition, the course will help students to understand major social media platforms, and the roles they play in modern marketing. The course should also assist students to build a tailored social media strategy.</p>			



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Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0508346	3	Green Marketing	Marketing Management
<p>Brief description</p> <p>The course aims to help students to understand the importance of green marketing on consumer satisfaction and environmental safety. In addition, the course offers a thoroughly explanation for the environmental importance of green marketing from consumer and business perspectives.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0508112	3	Principles of Digital Marketing	-----
<p>Brief description</p> <p>This course provides students with basic theoretical knowledge regarding digital marketing and how to improve how to employ digital marketing in organization's marketing strategy. This course proffers a broad overview of the digital marketing techniques required for effective marketing campaigns in a digital economy.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0508436	3	Search Engine Marketing	Principles of Digital Marketing
<p>This course provides students with basic concepts in search engine marketing and why search engine marketing becomes important marketing tool. This course combines practical skills and theoretical knowledge with the goal of teaching students of how to employ search engines for successful marketing campaigns in a digital economy.</p>			
Course number	Credit hours	Title of the course	Prerequisite-co-requisite
1003101	3	Principles of Multimedia Design	////
<p>This course aims to help students develop an understanding of the fundamental principles of multimedia systems and how they are being developed and applied. The course will explain the technologies underlying digital images, videos and audio contents, including various compression techniques and</p>			



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standards, and the issues to deliver multimedia content over the Internet. The course introduces the basic concepts and usage of multimedia elements: Text, Images, Sound, Animation, and Video. Sampling, quantization, colors encoding, and data compression algorithms are discussed. Hardware and Software issues are discussed. Students will be introduced to the development stages and the required skills (Skill set) for making Multimedia products.

Course number	Credit hours	Title of the course	Prerequisite-co-requisite
1002110	3	Introduction in Graphic Design	

This course discusses the definition of graphic design, elements and rules of design and the importance of graphic design in life to creating a visual identity and its relationship to visual communication, marketing, advertising and some theories of color and perspective in terms of the visual language of graphic discourse and its applications through scientific and technical aspects

Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0620231	3	Principles of Commercial Law	///

This course includes the definition of commercial law, its historical development, its characteristics, modern trends of commercial law and its sources, and dividing Business into intentional and formal business, business according to the text of the law, and business by subordination and mixed business. This course also includes the definition of the commercial store, its material elements, the study of restrictions in general, as well as transport, commercial mortgage, agency with commercial commission and brokerage.

Course number	Credit hours	Title of the course	Prerequisite-co-requisite
1003127	3	Photography and Digital Processing	

This course covers the basics of digital photography and will focus on four areas: how cameras work, image composition is, lighting, and image editing software. Students will also learn the practical application of each part of the material, so that they will be allowed to go out to the ground and implement the tasks in a practical way, based on what they have learned. At the end of this course, the student will be able to: Know how to use different camera features to creatively control images, be able to decide what type of lighting to use in a given situation to achieve the best results and consider how to compose photographs. And use photo editing software to improve image quality.

Course number	Credit hours	Title of the course	Prerequisite-co-requisite
0501331	3	E-Business Management	///

This course includes the basic concepts of e-governance and the means used in their application, and to identify the benefits and advantages of e-management and the services it provides to society, with a



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presentation of a set of applied cases, especially in the Hashemite Kingdom of Jordan, which uses e-government in many of its organizations.

Approved by
department council

Dr. Dima Mousa Dajani

Date of approval

23/8/2021