

AL-AHLYIYA AMMAN UNIVERSITY
FACULTY OF ADMINISTRATIVE AND FINANCIAL SCIENCES
Specialization: Marketing

Department Required Courses

Second: Department Compulsory Requirements (66) Credit Hours

57110 Sales Management {3} {3-3}

Introduction to the scientific concepts and modern methods in the management of sales activity: Organization of Sales Department; Sales and Marketing Managers; Personal selling; Sales force selection and recruitment; Sales force skills development; Sales force compensation and rewarding; Forecasting sales; Budget estimate of sales; Planning selling areas; Planning selling quotas; Evaluating sales performance.

Prerequisite: Principles of Marketing 57111

57111 Principles of Marketing {3} {3-3}

Marketing environment (micro, macro) consumer behavior 'purchasing decision 'market segmentation 'marketing mix (product ,price, promotion, place) 'tools of strategic marketing .

57112 Consumer Behavior {3} {3-3}

the role of the consumer in the marketing process: It involve an introduction to consumer behavior; consumer purchasing models; and factors influencing consumer behavior.

57144 Marketing Communications {3} {3-3}

: Introduction to commercial promotion as a communication process: major approaches to persuasive communication; the general promotion environment; organizing; planning and evaluating promotional performance and controlling it; in addition to examining the elements of promotional mix.

Principles of Marketing: Course No : 57111

57145 Marketing Channels {3} {3-3}

introduction to marketing channels: designing and developing marketing channels; marketing channels management; evaluation of marketing channels performance; physical distribution management; channels of services marketing; international marketing channels.

57221 Marketing Management {3} {3-3}

Defining marketing for 21st century: Developing marketing strategies and plan; Gathering information and scanning the environment; Analyzing consumer markets; Analyzing business markets; Identifying market segments and targets; Creating brand equity; Setting product strategy; Managing mass communications: Advertising, Sales promotion, Events, and Public relations.

Prerequisite: Principles of Marketing 57111

57222 Marketing Research {3} {3-3}

: Introduction to marketing research, the various types of marketing research: scientific research methodologies; and methods of measurement in marketing research.

57234 Service Marketing {3} {3-3}

The service concept and its marketing characteristics: the service classification; service marketing mix; services marketing systems; as well as development and innovation of new services.

57235 Tourism Marketing {3} {3-3}

Introduction to marketing for tourism: service characteristics of tourism marketing; role of marketing in strategic planning; marketing environment; building customer satisfaction.; Quality and elements of the marketing mix tourism.

Prerequisite. Course no 57234 marketing Services

57236 Marketing of Banking and Financial Services{3} {3-3}

General introduction to the fundamentals and concepts of banking marketing: definition of banking services; analysis of marketing mix; characteristics of banking services; product life cycle of banking services; marketing environment of banking services; customer service..

57243 Pricing Policies {3} {3-3}

Concept of price and knows the dimensions of pricing methods and approaches: analyzing the relationship with the rest of the other elements of the marketing mix; also analyzing of the most important factors which affect pricing decisions; discuss the economic analysis of types of market; how to determine the most appropriate pricing policies to both target market and organization.

57245SocialMarketing{3}{3-3}

Definition of the concept of social marketing; the nature of social change and its role in changing behavior areas of interaction and social development; identify how the marketing mix in the context of social organizations; the non profit organizations; the marketing mix non profit organizations; fund raising; acquiring and managing volunteers.

57321 Marketing Strategies {3}{3-3}

Introduction to strategy and management: Marketing strategy; Marketing environment; Levels of strategies; Strategic planning; Strategic Decision; Competitive advantage; Analysis tools; Product strategies; Communication strategies; Distribution strategies; Pricing strategies.

Prerequisite: Marketing Management 57221

57332 Industrial Marketing {3}{3-3}

Introduction to the nature of industrial marketing: the characteristics of industrial markets; the behavior of industrial organizations; and the planning of industrial goods as related to the marketing mix; In addition, the course examines the

control process over industrial activities, and its relation to total quality management (TQM).

75334-Customer Relationship Management {3}{3-3}

This article aims to publicize the concept of relationship marketing and its importance: how to deal with customers to achieve their benefits; to create their loyalty to the organization; achieve its objectives which focus on the concept of customer relationship management from the perspective of a comprehensive marketing; and make CRM as the pivot point for all marketing activities.

57335 E- Marketing {3}{3-3}

Develop the skills necessary to understand and, integrate internet technology and characteristics, traditional marketing activities, Internet micro and macro-environment, Internet user characteristics and behavior, the e-marketing plan, and other marketing practices, based on Internet technologies; such as the marketing mix, marketing strategy.

Prerequisite: Course No 58210 Applied Computer Practices in Business

Product Planning and Development (57343)

To show the importance of product planning: product development and control; to apply these theoretical concepts to practical; and experiments this situation during the different stages of the product life cycle.

Brand Management (57424)

This article aims to publicize the concept and importance of the brand: how to deal and manage it; where the focus is on the concept of brand management and marketing terms; as well as the definitions and components; Subdivisions on how to create the strategic value of the brand and how to position it in the marketplace.

57431 International Marketing {3}{3-3}

Basics international marketing through a general perspective of the world of business: international marketing environment, international marketing information systems; international target market strategies; thorough examination and understanding of decisions international marketing mix policies.

Prerequisite: Course Name: Strategic Marketing No 58321.

57432 Graduation Project {3}{3-3}

follow the scientific methodology in addressing aspects of student: where the students phenomena of marketing and processing; linking the the topics; and discussing the Various topics students learned in the marketing courses.

57434 Practical Applications in Advertising {3}{3-3}

Respect the procedures practical: training for students to apply what they learnt in different subjects of the design of marketing communications; advertising method of construction on the marketing, technical and administrative approaches; The course includes practical aspects of the design and implementation of advertising campaigns ;with different means; and the multiplicity of messages used for communication.

57435 Contemporary Issues in Marketing {3}{3-3}

Enable the student into several key trends: forces that are changing the marketing landscape; challenging marketing strategy: the information technology boom; rapid globalization, the changing world economy; and the call for more socially responsible and ethically acceptable.

57223 Retail Management {3}{3-3}

Relate with management of distribution outlets at the retail level like in selling individually to the final consumer, and it contains subjects like operations of the retail location, pricing, promotion, and the integration with other distribution organizations like wholesaler agents and other brokers.

57344 Pharmaceutical Marketing {3}{3-3}

Peculiarities of the pharmaceutical market on the Arab and international level. It also deals with pharmaceutical marketing mix within the framework of pharmaceutical marketing plans, taking into consideration the pharmaceutical industry as far as its establishments, characteristics and marketing environment are concerned.