



جامعة اليرموك
Yarmouk University
كلية الاقتصاد والعلوم الإدارية
Faculty of Economics and Administrative
Science



Document Approval Date	Study Plan	Document Code
		AP02-PR04

Department: Marketing	Program: Bachelor in Marketing	Official Stamp
The study plan was approved by the decision of the Deans' Council no. on		

Overview

This focused degree equips student with the knowledge and technical skills of a marketing professional. Students will be trained to use them in real-world situations, so that they are ready to make an immediate impact in their career. Students will study a course designed and delivered with the active participation of the industry. They will learn academic theory in depth, and apply it to the real world. This translates into a valuable 4- year-long work placement; courses enriched with live case studies and training projects; and skills training designed to meet the latest marketing trends.

Students learn analytical and communicative skills needed to succeed in brand management, marketing research, advertising management, digital marketing and other fields within marketing. The skills and techniques of marketing management are also stressed. The marketing department's primary mission is to prepare students to be contributing members of organizations by providing an education focusing on the marketing function. We are dedicated to developing students problem-solving abilities. We also recognize that specific technical skills are necessary to prepare students for entry into the work force. Therefore, the marketing department maintains an approach to education that is consistent with existing technologies and methods.

Through a flexible mix of core and elective courses, students will cover key topics such as, but not limited to, strategic marketing, digital marketing, and consumer behaviour.

Vision and Mission

Vision	To master the art and science of professional marketing that drives the success of every business, organization, and community overall.
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Mission	To prepare marketing students with appreciation of the diverse, interdisciplinary nature of marketing, and also a range of conceptual, technical, and personal skills.
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Program Objective	
The B.A program in Marketing aims to:	
1.	deliver knowledge of marketing concepts, tools and applications that to be utilized in business and society.
2.	gain an understanding of the evolution and direction of theoretical thinking in the marketing field.
3.	understand contemporary marketing issues.
4.	develop students' critical and analytical skills in marketing and business
5.	develop marketing skills needed to master marketing activities in the new business environment.
6.	produce a qualified graduates who are motivated and inspired to master marketing skills and activities.
7.	apply marketing skills in real-world problems and cases.

Program Learning Outcomes PLOs	
Graduates of the B.A in Marketing are expected to:	
PLO1	employ Marketing theories, frameworks, and tools to solve marketing and business problems.
PLO2	demonstrate data information of a firm's external and internal marketing environment to identify and prioritize appropriate marketing strategies.
PLO3	critically predict the marketing function and the role it plays in achieving organizational

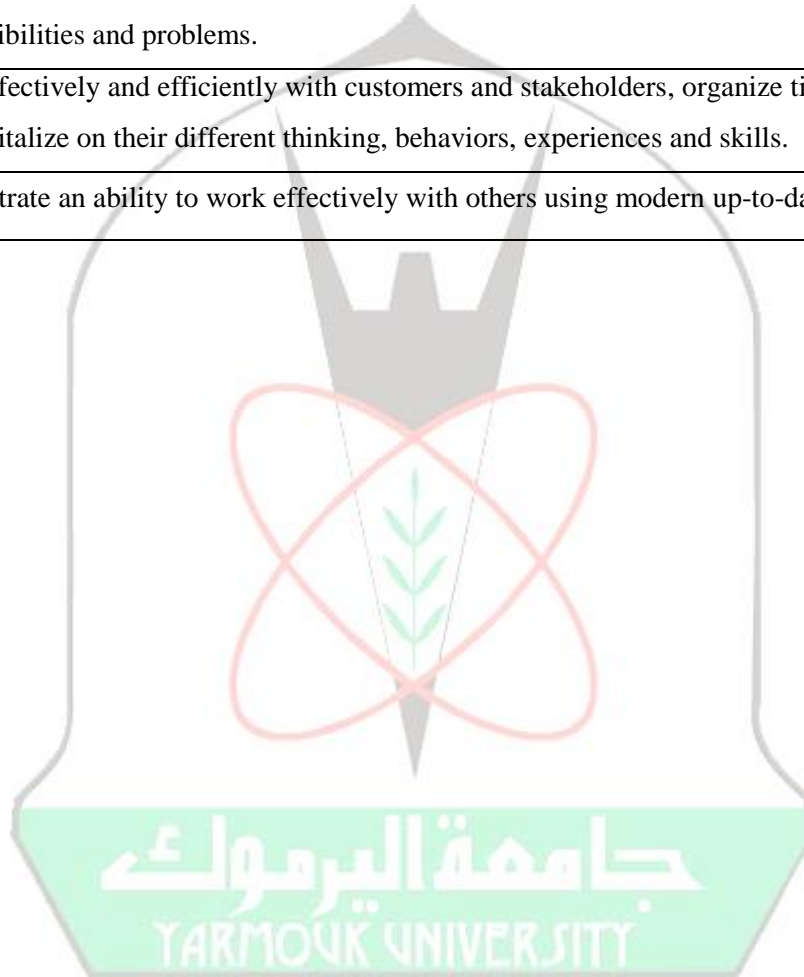


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	success both in commercial and non-commercial settings.
PLO4	demonstrate the abilities to communicate effectively both orally and in writing.
PLO5	demonstrate an understanding of the importance of globalization, cross-cultural marketing, and electronic marketing.
PLO6	determine, assess, and act on the cultural, social, economical, and ethical environmental responsibilities and problems.
PLO7	work effectively and efficiently with customers and stakeholders, organize time management, and capitalize on their different thinking, behaviors, experiences and skills.
PLO8	demonstrate an ability to work effectively with others using modern up-to-date technology.





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Credit hours to obtain a degree in ... in a specialization of			
	Credit Hours		
	Compulsory	Elective	Total
University Requirements	15	12	27
Faculty Requirements	24	-	24
Department Requirements	69	12	81
Total			132

First: University Compulsory Courses (15) Credit Hours						
Course Code	Course No.	Course Name	Number of Credit Hours			Pre-requisite
			Theoretical	Practical	Total	
HUM	117	Entrepreneurship and Innovation	1	0	1	N/A
HUM	118	Leadership and Social Responsibility	1	0	1	N/A
HUM	119	Life Skills	1	0	1	N/A
HUM	120	Communication Skills "English Language"	3	0	3	N/A
HUM	121	Communication Skills "Arabic Language"	3	0	3	N/A



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PS	102	National Education	3	0	3	N/A
MILT	100A	Military Sciences and Citizenship	3	0	3	N/A
EL	099	English Language Skills	Compensation			N/A
AL	099	Arabic Language Skills	Compensation			N/A
COMP	099	Computer Skills	Compensation			N/A

Second: University Elective Courses (12) Credit Hours (Humanitarian Courses)

Course Code	Course No.	Course Name	Number of Credit Hours			Pre-requisite
			Theoretical	Practical	Total	
HUM	101	Media Culture	3	0	3	N/A
HUM	102	Citizenship and belonging	3	0	3	N/A
HUM	103	Islam Thought and Civilization	3	0	3	N/A
HUM	104	Art and Behavior	3	0	3	N/A
HUM	105	Jordan's Contribution to Human	3	0	3	N/A



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	Civilization					
HUM	106	Introduction to the study of human cultures	3	0	3	N/A
HUM	107	Human Rights	3	0	3	N/A
HUM	108	Thinking Skills	3	0	3	N/A
HUM	109	Islamic Systems	3	0	3	N/A
HUM	110	Tourism and hotel culture	3	0	3	N/A
HUM	111	Jerusalem history	3	0	3	N/A
HUM	112	Introduction to the geography of Jordan	3	0	3	N/A
HUM	113	Islamic educational thought	3	0	3	N/A
HUM	114	Good governance and integrity	3	0	3	N/A
HUM	115	legal education	3	0	3	N/A
HUM	116	Ancient writings	3	0	3	N/A



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		of Jordan				
HUM	122	Economy and Society	3	0	3	N/A
HUM	123	performing arts	3	0	3	N/A

Scientific Courses						
Course Code	Course No.	Course Name	Number of Credit Hours			Pre-requisite
			Theoretical	Practical	Total	
SCI	101	Environment and Public Health	3	0	3	N/A
SCI	102	Information Technology and Society	3	0	3	N/A
SCI	103	Fitness for Everyone	3	0	3	N/A
SCI	104	Effective Communication Skills	3	0	3	N/A
SCI	105	Sustainable Energy	3	0	3	N/A
SCI	106	Management and Community Development	3	0	3	N/A
SCI	107	Scientific Research	3	0	3	N/A
SCI	109	Digital Culture	3	0	3	N/A
SCI	110	Development and Environment	3	0	3	N/A
SCI	111	Principles of epidemiology and	3	0	3	N/A



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Third: Faculty Compulsory Courses (24) Credit Hours

Course Code	Course No.	Course Name	Number of Credit Hours			Pre-requisite
			Theoretical	Practical	Total	
ACC	101	Principles of Accounting	3	0	3	N/A
BA	101	Principles of Management	3	0	3	N/A
MKT	210	Principles of Marketing	3	0	3	N/A
ECON	102	Principles of Microeconomics	3	0	3	N/A
ECON	105	Principles of Mathematic Economics	3	0	3	N/A
BF	210	Principles of Finance	3	0	3	N/A
PA	130	General Administration in Jordan	3	0	3	N/A
STAT	107	Statistics for Econ Student	3	0	3	N/A

Fourth: Faculty Elective Courses (0) Credit Hours

Course Code	Course No.	Course Name	Number of Credit Hours			Pre-requisite
			Theoretical	Practical	Total	

Fifth: Department Compulsory Courses (69) Credit Hours



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Course Code	Course No.	Course Name	Number of Credit Hours			Pre-requisite
			Theoretical	Practical	Total	
BA	102	Principles of Management	3	0	3	BA 101
ECON	101	Principles of Macroeconomics	3	0	3	N/A
MKT	211	Principles of Marketing 2	3	0	3	MKT 210
MKT	215	International Marketing	3	0	3	MKT 211
MKT	216	Retail Management	3	0	3	MKT 211
MKT	240	Analytical Marketing	3	0	3	MKT 211
MKT	300	Scientific Research Methods	3	0	3	STAT 107
BA	213	Quantitative Analysis	3	0	3	N/A
MKT	330	Service Marketing	3	0	3	MKT 211
MKT	331	Sales Management	3	0	3	MKT 211
MKT	324	Product Management	3	0	3	MKT 211
MKT	339	Financial Service Marketing	3	0	3	MKT 211
MKT	341	Promotion Management	3	0	3	MKT 211
MKT	421	Sustainable Marketing	3	0	3	MKT 211
MKT	422	Marketing Management	3	0	3	MKT 211
MKT	423	Marketing Research	3	0	3	MKT 211, MKT 300
MKT	426	Distribution Channels	3	0	3	MKT 211
MKT	427	Marketing Strategy	3	0	3	MKT 211
MKT	431	Consumer Behavior	3	0	3	MKT 211
MKT	441	Electronic Marketing	3	0	3	MKT 211



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MKT	442	Social Media Marketing	3	0	3	MKT 211
MKT	449	Graduation Research	3	0	3	MKT 240, MKT 300

Sixth: Department Elective Courses (12) Credit Hours

Course Code	Course No.	Course Name	Number of Credit Hours			Pre-requisite
			Theoretical	Practical	Total	
ACC	102	Principles of Accounting 2	3	0	3	ACC 101
FE	201	Public and Private Budget Principles	3	0	3	N/A
MKT	213	Marketing for Tourism	3	0	3	MKT 211
BA	301	Human Resource Management	3	0	3	BA 102
BF	311	Investment Management	3	0	3	ECON 102
MKT	315	Brand Management	3	0	3	MKT 211
MKT	326	Introduction to Islamic Marketing	3	0	3	MKT 211
MKT	328	Wholesale Management	3	0	3	MKT 211
BA	330	Small business Management	3	0	3	BA 102
MKT	342	Social Marketing	3	0	3	MKT 211
MKT	344	Pricing Management	3	0	3	MKT 211
MKT	344	Industrial Marketing	3	0	3	MKT 211
PA	422	Managerial Decision Making	3	0	3	N/A
MKT	439	Contemporary Topics in Marketing	3	0	3	MKT 211



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Seventh: Specialization Compulsory Courses (0) Credit Hours

Course Code	Course No.	Course Name	Number of Credit Hours			Pre-requisite
			Theoretical	Practical	Total	

