

**MA Degree Plan in Marketing
(Thesis Track)**

Plan Number 2012 T

I. GENERAL RULES AND CONDITIONS:

1. This plan conforms to the valid regulations of the programs of graduate studies.

Areas of specialization accepted for enrollment programs:

- * First priority: Holders of the Bachelor's Degree in: Marketing.**
- * Second priority: Holders of the Bachelor's Degree in: Business Administration, Pharmacy, Engineering.**
- * Third priority: Holders of the Bachelor's Degree in: Finance, Accounting, Banks, Management information systems, Business Information Systems Information Technology.**
- * Fourth priority: Holders of the Bachelor's Degree in: public administration, economic, Hotel management, Agriculture, Tourism.**
- * Fifth priority: Holders of the Bachelor's Degree in: Information Technology, Actuarial science.**

II. Admission policies:

The third admission policy will be adopted. This policy gives more weight to the first priority over the other priorities as follows:

Priority	weight
First priority	% 100
Second priority	% 90
Third priority	% 90
Fourth priority	% 80
Fifth priority	% 80

III. SPECIAL CONDITIONS: None.

IV. THE STUDY PLAN: Studying (36) Credit Hours as follows:

1. Obligatory courses: (21) Credit Hours:

Course No.	Course title	Accredited hours
١٦٠١٧٠١	Applied Statistic in Business Administration	٣
١٦٠١٧٠٢	Research Methods in Business Administration	٣
١٦٠٢٧٢٠	Managerial Accounting	٣
١٦٠٣٧٠٤	Managerial Finance	٣
١٦٠١٧٢٢	Organizational Behavior	٣
١٦٠٤٧٠٣	Marketing Management	٣
١٦٠٤٧٢٣	Consumer Behavior	٣

2. Elective Courses: (6) Credit hours:

Course No.	Course title	Accredited hours
١٦.٤٧٢٤	International Marketing	٣
١٦.٤٧٢٥	Marketing Strategy	٣
١٦.٤٧٢٦	Service Marketing	٣
١٦.٤٧٢٧	Promotion Strategy	٣
١٦.٤٧٢٨	Marketing Research	٣
١٦.٤٧٨٠	Special Issues in Marketing	٣
١٦.١٧٥٥	Strategic Management	٣

3. Thesis: (9) Credit hours (1604799).

**MA Degree Plan in Marketing
(Comprehensive Track)**

Plan Number 2012 T

I. GENERAL RULES AND CONDITIONS:

1. This plan conforms to the valid regulations of the programs of graduate studies.

Areas of specialization accepted for enrollment programs:

- * **First priority: Holders of the Bachelor's Degree in: Marketing.**
- * **Second priority: Holders of the Bachelor's Degree in: Business Administration, Pharmacy, Engineering.**
- * **Third priority: Holders of the Bachelor's Degree in: Finance, Accounting, Banks, Management information systems, Business Information Systems Information Technology.**
- * **Fourth priority: Holders of the Bachelor's Degree in: public administration, economic, Hotel management, Agriculture, Tourism.**
- * **Fifth priority: Holders of the Bachelor's Degree in: Information Technology, Actuarial science.**

II. Admission policies:

The third admission policy will be adopted. This policy gives more weight to the first priority over the other priorities as follows:

Priority	weight
First priority	% 100
Second priority	% 90
Third priority	% 80
Fourth priority	% 70
Fifth priority	% 60

III. SPECIAL CONDITIONS: None.

IV. THE STUDY PLAN: Studying (36) Credit Hours as follows

1. Obligatory courses: (24) Credit Hours:

Course No.	Course title	Accredited hours
16.17.1	Applied Statistic in Business Administration	3
16.17.2	Research Methods in Business Administration	3
16.2720	Managerial Accounting	3
16.37.4	Managerial Finance	3
16.1722	Organizational Behavior	3
16.47.3	Marketing Management	3
16.4723	Consumer Behavior	3
16.4720	Marketing Strategy	3

2. Elective Courses: (12) Credit hours:

Course No.	Course title	Accredited hours
١٦.٤٧٢٤	International Marketing	٣
١٦.٤٧٢٦	Service Marketing	٣
١٦.٤٧٢٧	Promotion Strategy	٣
١٦.٤٧٢٨	Marketing Research	٣
١٦.٤٧٨٠	Special Issues in Marketing	٣
١٦.١٧٥٥	Strategic Management	٣

3. Comprehensive Exam: (9) Credit hours (1604798).

Master In Business Administration/ Marketing Specialization

Course Description

1604723 Consumer Behavior

Consumer behavior is designed to cover the field of consumer psychology through providing an integrated framework for analyzing consumer behavior. The focus of this course is on the understanding consumers as a way of informing marketing research and driving effective and efficient marketing decisions. This course provides students with a solid foundation in the dynamic interaction of affect, cognition, behavior, and environmental events in consumer evaluation of purchasing alternatives and decision-making. Included is the study of consumers' knowledge and involvement, attention, comprehension, learning, motivation, personality, attitude development, social class, reference groups, cultures and subcultures, and consumer purchase intention and patterns. Also discussed is the practical impact of consumer behavior analysis on marketing mix strategies, market segmentation/positioning, persuasion process and promotion, and price affect and cognition.

1604728 Marketing Research

Marketing research has a crucial role to play in many strategic and tactical organizational decisions especially in today's complex business environments. Marketing research course is designed to provide the marketing students the full process, knowledge and skills of the field of marketing research. This includes designing research projects, designing methodologies, developing experimental designs, and designing and developing several quantitative and qualitative research primary data collection methods and instruments such as questionnaires and interviews. This course also explores applications of quantitative and qualitative techniques to analyzing data, implementing research projects, and communicating and interpreting research results and implications. Moreover, this course will be mainly concerned with the application of scientific methods to the solution of marketing problems in order to increase the ability of management to make relevant marketing decisions based on sound marketing information.

1604404 Marketing Management

Marketing and sales management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value as well as building profitable customers relationships on the long term. The course focuses on formulating and implementing marketing management strategies and policies, a task undertaken in most companies at the strategic business unit level. The marketing management process is important at all levels of the organization, regardless of the title applied to the activity. The course will provide you with a systematic framework for understanding marketing management and strategy. Marketing management seeks to meet organizational objectives by effectively satisfying customers in a dynamic environment. This course provides an overview of marketing management, processes, strategic marketing, tactical marketing and marketing implementation activities. The course also will focus on sales management as well as ethical practices that today's organizations practice as an essential part of marketing.

1604725 Marketing Strategy

This course aims to provide MBA marketing students with a solid foundation in understanding marketing strategies and processes that determine competitiveness in dynamic consumer and organizational markets. Particular areas of emphasis include industry analyses, dynamics of

competition, segmentation strategies, target marketing, positioning strategies, marketing strategy formulation, selection and evaluation of marketing programs and effectiveness. Strategic thinking and in-depth analytical skills are developed through the application of marketing tools and models. Cross-functional analysis and practical application of marketing concepts and skills are covered through case analyses, class discussions, and applied projects.

1604726 Services' Marketing

Services' marketing is designed to cover the concept of service' marketing, the development of services' marketing, the characteristics of services and its marketing applications, marketing planning for services; the service marketing mix elements, and what are the differences between the marketing for services and for products.

1604724 International Marketing

Organizations are no longer constrained by national borders therefore the International marketing is becoming much important than before. It covers the importance of International Marketing, and differs from the activity of domestic Marketing, The theoretical concepts for the motives and factors determining firms' behavior in the International Markets, the effect of International Environmental Factors (Economical, Political, Social, Cultural & Competition) on decisions taken by International Marketers. It also covers ways and methods followed in analyzing and evaluating opportunities in International Marketing, planning for markets selection, markets penetration, and setting suitable marketing strategies. On the same hand, it provides practical and theoretical knowledge in practicing International Marketing activities such as planning policies, International product development, pricing policies, distribution policies, and International logistics.

1604727 Promotion

This course is designed to develop an understanding about the role of communications in the marketing mix. The course covers different types of promotional tools, media and methodologies of integrated marketing communication process. Students will learn an analytical approach to the study of marketing communications including how to integrate all of the marketing communication elements and how this is critical to an organization's success.

1604780 Contemporary Issues in Marketing

The objective of this course is to study the various issues in marketing and to apply this knowledge through case studies that are derived from real situations on the local and international level. Furthermore, this course will discuss current marketing topics and tackle problems that might occur in a changing environment, using Jordan as the main example.

