

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي
Syrian Virtual University		الجامعة الافتراضية السورية

Introduction to Marketing Course Definition File

1. Basic Information:

Course Name	Introduction to marketing
Course ID	BMN202
Contact Hours (Registered Sessions)	18
Contact Hours (Synchronized Sessions)	18
Mid Term Exam	
Exam	75 Min
Registered Sessions Work Load	18
Synchronized Session Work Load	18
Credit Hours	5

2. Pre-Requisites:

Course	ID
Fundamentals of Management	BMN101

3. Course General Objectives:

The course aims to give students a thorough overview of the contemporary marketing and its concepts which is indispensable in all actions and activities that they may exercise in their future careers.

The course includes a definition of marketing and its basic concepts, and the process of marketing planning and the marketing plans components. Besides, it explains the consumer behavior and the factors influencing it, and the difference between the individual buyer behavior and the business buyer behavior and review how to segment and target markets.

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The course also addresses the basic elements of the marketing mix through product strategies, product life cycle, services marketing, branding, pricing strategies, integrated marketing communications, and distribution channels.

4. Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Understand the meaning of contemporary marketing and its basic concepts.
ILO2	Understand the marketing planning process and the components of marketing plans.
ILO3	Understand the individual and business customer behavior and the factors influencing it.
ILO4	Understand the process and criteria for segmenting and targeting the markets.
ILO5	Understand goods, services, and branding strategies.
ILO6	Identify the psychological effects of prices and the pricing methods and strategies.
ILO7	Understand the concept of integrated marketing communications and identify ways to set the promotional budgets.
ILO8	Understand the meaning of a distribution channel and the types of intermediaries, and how to control the performance of the channel members.

5. Course Syllabus (18 hours of total synchronized sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	Core concepts in modern marketing: <ul style="list-style-type: none"> • Definition of marketing • Main Concepts • Marketing management orientations 	1.5	1.5	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this course, theoretical and practical parts are integrated together.

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ILO2	Marketing planning: <ul style="list-style-type: none"> ● Strategic Planning. ● Contents of a marketing plan. 	1.5	1.5	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this course, theoretical and practical parts are integrated together.
ILO1 ILO3	Consumer behavior: <ul style="list-style-type: none"> ● Factors affecting consumer behavior. ● Buying decision process. 	1.5	1.5	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this course, theoretical and practical parts are integrated together.
ILO1 ILO3	Business-to-Business (B2B) Marketing: <ul style="list-style-type: none"> ● B2B markets and B2C markets. ● buying decision in business markets. 	1.5	1.5	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this course, theoretical and practical parts are integrated together.
ILO1 ILO3 ILO4	Market segmentation: <ul style="list-style-type: none"> ● Consumer market segmentation criteria. ● Business market segmentation criteria. ● Evaluating segmentation outcomes. ● Selecting target market segments. 	1.5	1.5	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this course, theoretical and practical parts are integrated together.

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ILO1 ILO5	Product strategies: <ul style="list-style-type: none"> ● What is a product? ● Product classification ● Product mix ● Packaging 			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this course, theoretical and practical parts are integrated together.
ILO1 ILO5	Product life-cycle: <ul style="list-style-type: none"> ● Introduction stage ● Growth stage ● Maturity stage ● Decline stage ● Diversity of products and markets life-cycle forms 			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this course, theoretical and practical parts are integrated together
ILO1 ILO5	Services marketing: <ul style="list-style-type: none"> ● What is a service? ● Main service characteristics ● Marketing mix for services ● Using services to differentiate products 			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this course, theoretical and practical parts are integrated together
ILO1 ILO5	Brands: <ul style="list-style-type: none"> ● Brand: definition and importance. ● Brand name selection ● Brand name protection. ● Brand development ● Naming brands and 			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this course, theoretical and practical parts are integrated together.

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	product lines <ul style="list-style-type: none"> Brand equity 				
ILO1 ILO6	Pricing strategies: <ul style="list-style-type: none"> Price: Definition and importance. Psychological impact of prices Pricing methods Market entry Strategies Price adjustment strategies 	3	3	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this course, theoretical and practical parts are integrated together.
ILO1 ILO7	Integrated marketing communications : <ul style="list-style-type: none"> Integrated marketing communications: Definition and components Communication process. Response stages/ AIDA model. Target audience and message design Marketing communication budget. 	3	3	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this course, theoretical and practical parts are integrated together.
ILO1 ILO8	Distribution channels: <ul style="list-style-type: none"> Definition of distribution channels Importance of distribution channels 	3	3	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices	In this course, theoretical and practical parts are integrated together.

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	<ul style="list-style-type: none"> ● Distribution channel levels ● Factors affecting distribution channel selection ● Distribution intensity ● Channel conflict ● Control over distribution channels 			<input type="checkbox"/> Others	
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6. Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Work		

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	Understand the meaning of contemporary marketing and its basic concepts.		X		X		X
ILO2	Understand the marketing planning process and the components of marketing plans.		X		X		X
ILO3	Understand the individual and business customer behavior and the factors influencing it.		X		X		X
ILO4	Understand the process and		X		X		X

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	criteria for segmenting and targeting the markets.						
ILO5	Understand goods, services, and branding strategies.		X		X		X
ILO6	Identify the psychological effects of prices and the pricing methods and strategies.		X		X		X
ILO7	Understand the concept of integrated marketing communications and identify ways to set the promotional budgets.		X		X		X
ILO8	Understand the meaning of a distribution channel and the types of intermediaries, and how to control the performance of the channel members.		X		X		X

7. Practice Tools:

Tool Name	Description

8. Main References

<ol style="list-style-type: none"> 1. Kotler P. and Killer K.L. (2012), Marketing management, 14th Edition, Pearson Education, England. 2. Kotler P. and Armstrong G. (2012), Principles of Marketing, 14th Edition, Pearson
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3. Kurtz D.L. (2012), **Contemporary marketing**, 15th Edition, South-Western Cengage Learning, USA.

9. Additional References

1. Blech G.E. and Blech M.A. (2011), **Advertising and Promotion: An Integrated Marketing Communications Perspective**, 9th, McGraw-Hill/Irwin, USA.
2. Ferrell O.C. and Hartline M.D. (2011), **Marketing Strategy**, 5th Edition, Cengage Learning, USA.
3. Grewal D. and Levy M. (2010), **Marketing**, 2^d Edition, McGraw-Hill, Boston, USA.
4. Mullins J.W., Walker O.C., and Boyd H.W. (2006), **Marketing Management: A Strategic Decision-Making Approach**, 6th Edition, McGraw-Hill, USA.